

*Plain
Talks*

GULF STATES UTILITIES COMPANY
JANUARY, 1965

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1965 — a year of challenge

WE have come to the time of year when we look back on our accomplishments and disappointments for the past twelve months, and make resolutions for a better New Year.

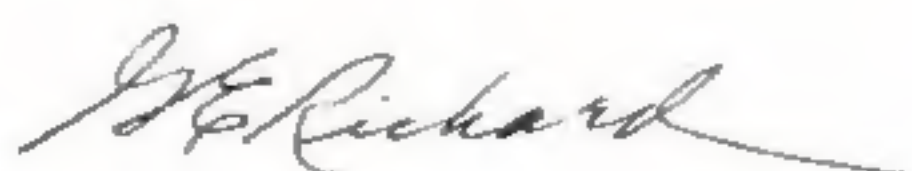
Our Company enjoyed a continued upswing in business during 1964, and much credit for this is due to the teamwork of the 2,755 men and women who constitute our Gulf States organization.

What is the challenge for the new year? As I see it, it is service: More service, good service, friendly service! You and I know that our Company is subject to increasing competition from other suppliers of energy, and many attractive products compete for our customer's purchasing dollar. In addition, we have growing competition from federally-subsidized power systems.

A wise football coach once said, "When the going gets tough, the tough get going." In our industry, the going is getting steadily tougher, and the best way we can meet these challenges is to earn the confidence and respect of our 312,000 customers by unfailing devotion to the high standards of service we have always set for ourselves. Every member of the Gulf States team, whether a serviceman answering a trouble call or a switchboard operator answering a telephone, can win or lose friends for our Company.

Let us all try together to do our jobs a little better this year, so that at the beginning of 1966 we can look back with satisfaction on our record for '65.

May you and your families enjoy a Happy and Successful New Year.



Glenn E. Richard
President

OUR COVER

APPLYING rubber hoses is one of the preambles to a safe job aloft. And nobody preaches it more than G. B. "Red" Boswell, T&D foreman, Huntsville, for the last 10 years without a lost time accident in his crew. Putting on the rubber hose is Homer H. Grisham, lineman first class. James Wells, lineman fourth class, waits patiently until the safety precautions are in position before starting a job.

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Member of Southeast Texas
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*Six of our safest crew
foremen tell how . . .*

Safety-Minded Crews Set Safety Records



PUTTING SAFETY FIRST. That's what W. H. (Slim) Stoever, T&D foreman, Port Arthur, has done since becoming a foreman in 1948. Shown here placing a traffic cone, Mr. Stoever's crew has never suffered a lost time accident.



ONE OF THE SAFETY KEYS: TAILBOARD CONFERENCE. Mr. Stoever huddles with his crew in a tailboard conference prior to starting on a job. "I've always thought the meetings were well worth the time," he said. "The men know the job we're facing and each man knows his role. Confusion is at a minimum."

(continued on next page)



PRE-CLIMB CHECK. G. B. "Red" Boswell, T&D foreman, Huntsville, background, watches as one of his crew members, Homer Grisham, lineman first class, taps the base of a pole to test its soundness before going up. "It's just another safety precaution well worth the time," says Mr. Boswell.



DOING IT THE SAFE WAY. "Safety can be practiced in even the most routine job around a line crew," Mr. Boswell explains. His men demonstrate as much here in loading poles. Each man knows his job well and "horseplay" is out of the question, Mr. Boswell says.

(Continued from page 1.)
WISE men say that good luck doesn't just happen. It's brought about by previous actions.

And so it is with our Company's current safety streak, one that's nearing an unprecedented 6,000,000 man-hours minus a lost time accident. Like it is with good fortune, Gulf Staters didn't just happen upon the record safety showing by chance. It's the fruits of unswerving job dedication spurred by countless hours of safety training throughout our two-state service area.

Nothing has been left to chance when on-the-job safety is concerned. A steady diet of safe and sound ways to perform a task has been the primary key to our Company's superb safety performance. It's an effort that saw Gulf Staters register a firm record of 5,000,000 safe manhours, last November. Barring a last-minute mishap, the Company will reach another high-water mark late this month or early in February with 6,000,000 safe manhours.

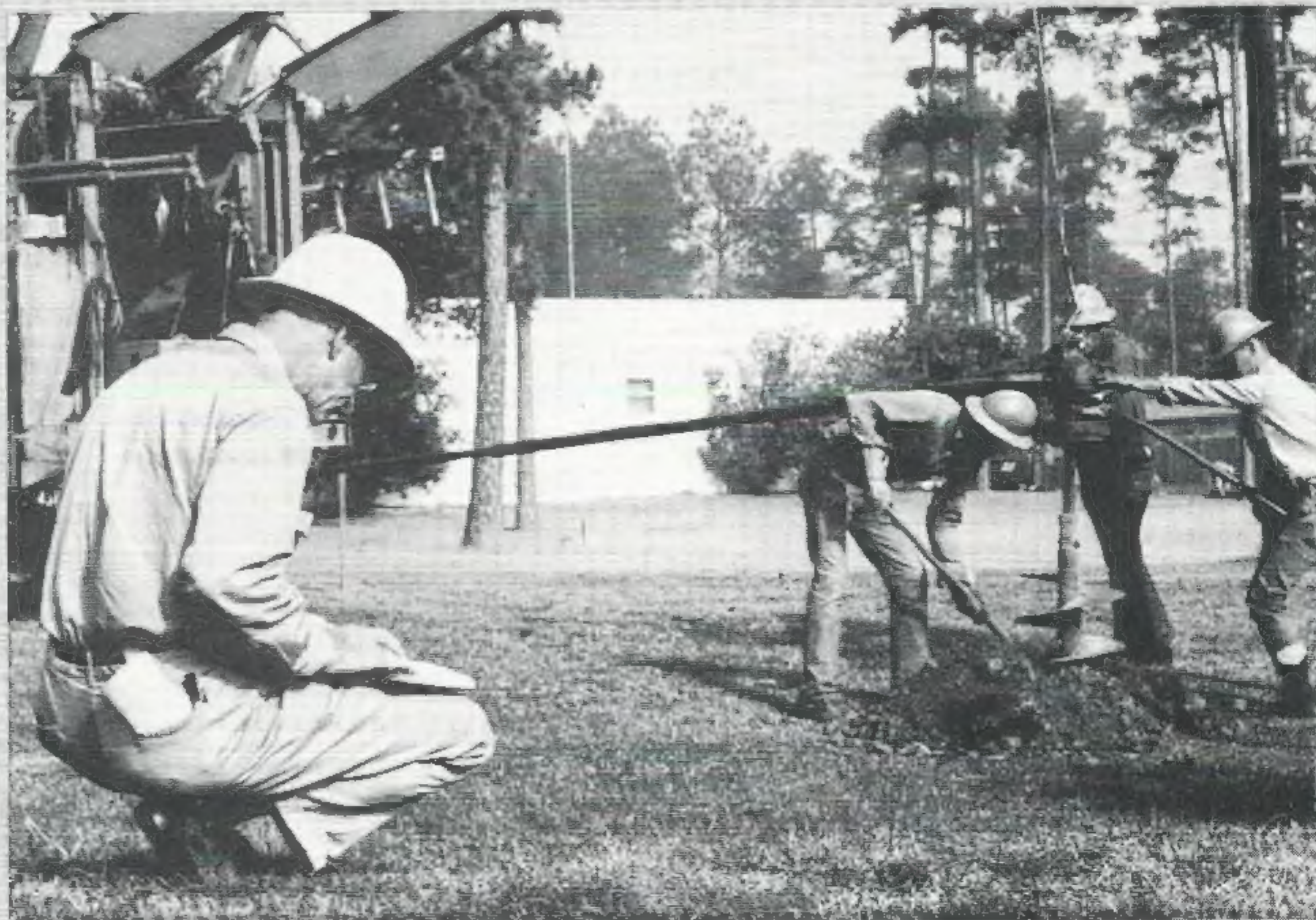
What's the secret of orienting near-

ly 2,800 employees in on-the-job safety? Our Safety Department can start the ball rolling with its many safety programs and activities. But it takes the men "in the field" to make it click with their daily work habits. Their work habits have never been better from a safety standpoint.

Following are some of the reasons from several of our Company's foremost safety believers—foremen who call the shots at job sites:

J. R. "AB" ABERNATHY, a foreman in Beaumont T&D since 1939 without having a single lost time accident in his crew, has always put great stock in our Company's practice of "tail-board conferences."

"I've been a big believer in the informal sessions just before starting a job," Ab explained. "There's nothing formal about it and as a result I've found that the men—from the first class linemen to the helpers—feel free to enter into the brief talks. If someone has a good idea how to better perform a job, he says so at these get-togethers.



KEEPING CLOSE CHECK. Mr. Boswell, a foreman since 1954 without a lost time accident in his crew, stays close to the "action" on every job site. "But I attribute our good safety showing to the men's excellent attitude," he says.

"When the meetings are over, every man leaves knowing what he's to do and how he'll do it safely. I've found that the better tailboard conference you have the less job confusion you experience. And, of course, job confusion could lead to serious accidents."

Ab, a GSU'er since 1937 and formerly associated with Duke Power Company in North Carolina, pointed out that safety programs are good but you've got to have the cooperation of the men to make them pay dividends.

"I've always believed that and that's probably why we've never had a lost time accident on this crew," he went on. "We've always had a great bunch of men when it came to cooperation on safety. They don't leave the safety supervising entirely up to me."

"They're quick to remind each other when they see someone taking chances or making mistakes. It's what you'd call being safety oriented and taking the cause to heart."

U. P. HICKS, a foreman in Baton Rouge T&D since 1937 without a lost time accident, has always put safety first on his daily work list.

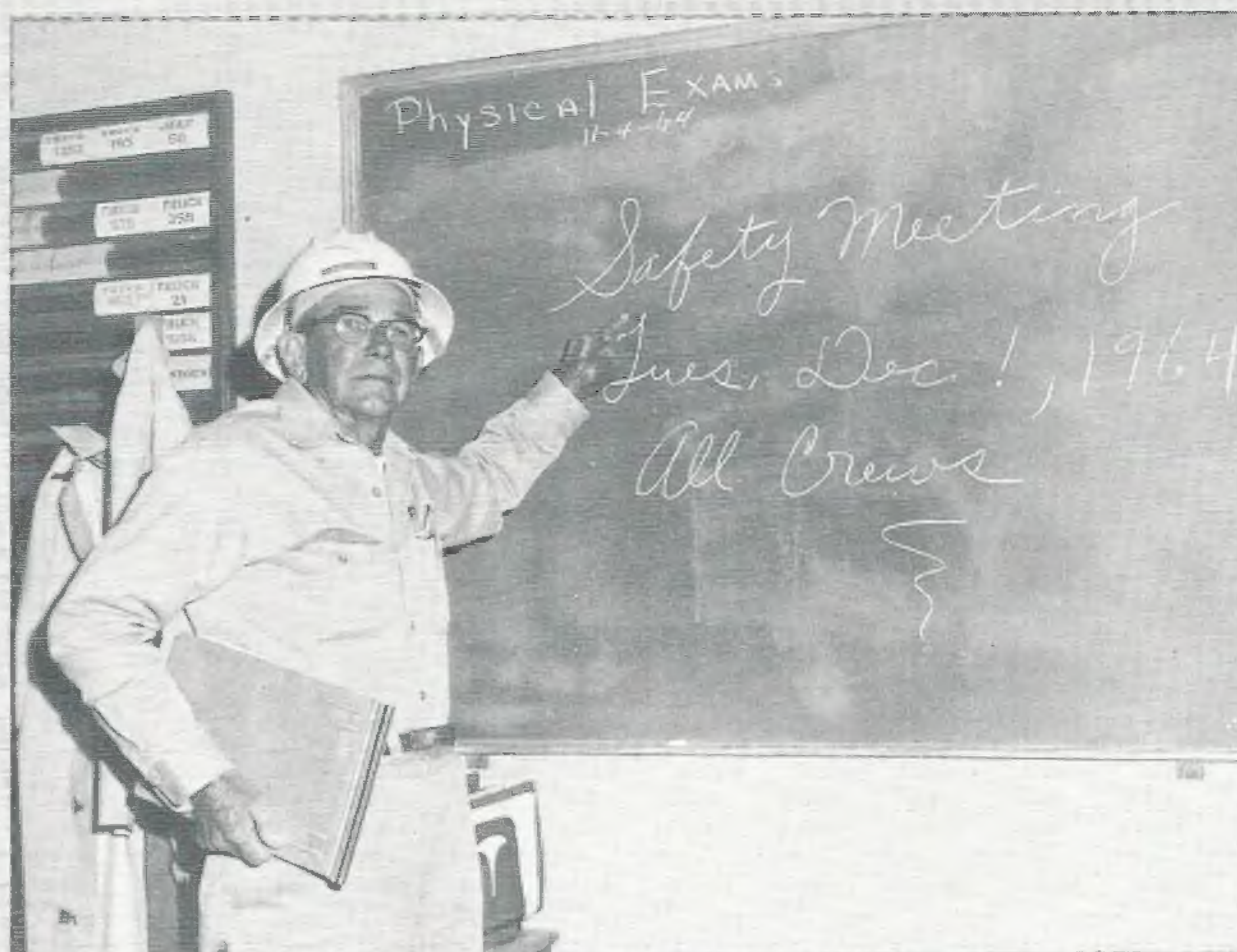
"You don't have to make such an issue of it to keep the men safety conscious," he said. "I suppose I've always preached safety on my crew but I've tried to make it interesting to the men. Just a mention here and there about little items keeps the safety thought in mind."

"And, after all, the men have more to lose than most of us when it comes to employing sound safety practices on the job. They aren't looking for injuries and trouble."

An employee of Gulf States since 1923, he has always made a habit of inspecting the job site immediately upon arrival for the work to be done and potential hazards surrounding it.

"From there, we plan around the hazardous spots in a tailboard conference," he explained. "And to stay abreast of our new programs or refresh proper procedure on routine jobs, we hold our one-minute safety meetings three times a month and discuss given topics."

(Continued on next page.)



SAFETY PREACHER. U. P. Hicks, T&D foreman, Baton Rouge, since 1937 without a lost time accident in his crew, attributes this fine safety showing to "keeping the men safety conscious."



TRAFFIC CAN BE DANGEROUS. J. A. Leteff, gas foreman, Baton Rouge, has never thought otherwise on a job site. "Busy streets are often our biggest worry working on gas lines," said Mr. Leteff, who hasn't had a lost time accident in his crew since 1937.



INFORMAL SAFETY SESSION. J. R. "Ab" Abernathy, T&D foreman, Beaumont, credits get-togethers like this for cutting down on-job confusion that leads to accidents. Mr. Abernathy, a foreman since 1939, has never experienced a lost time accident on his crew.



WELL-INSULATED SAFETY DEVICE. Mr. Abernathy hands a mechanical jumper—insulated for 5,000 volts—to one of his men, D. C. Sheppard, first class lineman, Beaumont. "The men's cooperation has been the key to success on this crew," he said.

(Continued from page 3.)

"We take advantage of these sessions to also discuss problems that other crews around our division or the system have experienced. We think we can learn from other people's problems and, perhaps, mistakes."

G. B. "RED" BOSWELL, foreman in Huntsville T&D since 1954 without a lost time accident in his crew, credits the overall attitude of his men for their fine safety showing.

"Their excellent attitude and team work are the big factors," Red explained. "I'd have to say they're all very safety conscious, probably because they're all good family men, citizens and workers. Safety is a way of life for them. They do things the safe way by habit.

"But thanks to the company, they are frequently reminded of the merits of safety. The men are exposed to the formal monthly safety meeting carried on by our Safety Department and then we have our own little informal weekly safety meetings."

Red, a GSU'er since joining the firm in Beaumont in 1926, feels that safety

meetings are valuable to his men, adding that they take the subjects seriously and participate in discussions pertaining to safety practices.

"Maybe I'm luckier than a lot of our foremen," he continued. "This is an unusually good crew; they know their job and each man knows how to work with the other. Such team work cuts down on confusion and incidents that cause accidents."

W. H. "SLIM" STOEVEER, foreman in Port Arthur T&D since 1948 without a lost time accident, is also quick to credit his showing to "the men who do the work."

"How safe we'll perform is up to them when they start work," Slim said. "We've always had a lot of cooperation from these men and I think that's the reason we've never had a serious accident. They're eager to apply safety in their work.

"As a foreman, I've always felt that a good working relationship between myself and the men is important for many reasons—safety included. When your men work together smoothly a foreman won't experience friction that leads to trouble in one way or the other. When the men want to do a good job for you and take personal pride in their work, they're going to be doing it carefully."

Like the other foremen, Slim is a believer in the common practice of tailboard conferences to cut down on possible on-the-job confusion.

"I've always made it a point to conduct the meetings and have encouraged the men to participate. We get a lot of good points covered most of the time."

J. A. LETEFF, foreman in Baton Rouge Gas since 1937, has yet to have a lost time accident in his crew and he credits it to having put safety at the top of his list since joining the Company in 1936.

"The Company goes to a lot of trouble and expense to promote on-the-job safety, and you can't be exposed to much of that and still not be sold on doing things the safe way," he said. "We probably have one of the best safety training programs in the industry and I think our men have been well oriented.

"Especially on my crew. I've had about the same men for so long that each man knows his job and how to perform it with the least amount of risk. We handle up to four inch pipe and there's always a certain degree of risk involved."

Heavy traffic is sometimes this crew's biggest hazard since much of its work is done alongside streets and highways. He uses the safety cones issued by the Company but often he uses his own ingenuity to make road safety markers to fit the occasion.

"I've always figured out the best possible precautions against the traffic before letting the men get to work alongside a busy throughfare," he said. "Again, a lot of this thinking is due to our Company's good—and regular—safety training."

MURPHY GIBBS, foreman in Lake Charles T&D since 1936, has experienced only one lost time accident in his crew—that a minor one some eight years ago. And like the other GSU foremen, he believes our Company's safety program is just as good as the men want to make it.

"I think their cooperation is due a large degree to seeing how much time and effort the Company puts out on safety," Murphy said. "It proves to them how crucial and important safety must be. Whatever it is, I think we have a group of cooperative and dedicated men."

Not only does Murphy believe in weekly safety "minute meetings" prescribed by our Company's safety department in booklet fashion, he has added a new wrinkle to the practice.

"I've made a habit of assigning a safety topic to each man well in advance so he might have time to prepare a good presentation for the other men," Murphy explained. "I've found that doing it this way prompts more participation from everyone during the minute meetings."

"Too, by assigning the topics in advance, the men have time to put a little extra thought into what they'll talk about. It isn't unusual to find one of my men studying his upcoming lesson during the time we sit out rain showers and such."



SAFETY MINUTE MEETING IN SESSION. Murphy Gibbs, T&D foreman, Lake Charles, goes through one of the safety minute meetings prescribed by our Company's Safety Department in booklet form. "I assign safety topics to different members of the crew for discussion," he said, explaining that as a result the participation is always good.



TEN (SAFETY) COMMANDMENTS. Mr. Gibbs points to the old and tattered safety rule plaque that adorns the door to the crew compartment of his truck. "I found it in an oil field years ago and liked it so much that I found a place for it on the truck," he said.



EXTRA HIGH VOLTAGE LINE CONTRACT SIGNED. E. A. Werner, left, recently named executive vice president of our Company, and L. M. Welch, standing, vice president for operations, Beaumont, meet with Nat G. Harrison, Jr., president of Nat Harrison Associates, Inc., the successful bidder on the construction of 158 miles of extra-high voltage (500,000 volts) transmission line for our Company in Louisiana.

Construction Contract Signed For Our Segment of EHV Network

THE largest scheduled electric power exchange in the nation's history came a step closer to reality December 18 when our Company signed a contract with Nat Harrison Associates, Inc., of Miami, Fla., for the construction of 158 miles of 500,000-volt line linking our system with other power systems in Tennessee, Missouri, Alabama, Mississippi, Louisiana, Kansas, Oklahoma and Texas.

The construction firm has signed to build our portion of the extra high voltage network that will handle the

"mutually beneficial" exchange of seasonal off-peak electricity between utilities in different parts of the nation.

Companies in the southern half of the area involved experience their peak load in the summer months due to heavy air conditioning demands while the northern firms face maximum needs in the winter for heating purposes.

Each system therefore has seasonal surplus generating capacity at a time when another system could use it. The exchange will be mutually beneficial

despite the expected \$109 million worth of extra high voltage transmission facilities that must be built by participating companies.

This exchange is expected to curtail needs for generating plants costing "much more." Savings will also be effected because the companies could help each other during emergencies. It would lessen individual needs for reserve generating capacity for each participating firm.

According to terms of the contract, construction of our segment of the extra high voltage system will begin by June 1, 1965, in the Lafayette District service area. The cost will be in excess of \$10,000,000.

When completed, the 500,000-volt line will enter our service area in Louisiana from Mississippi in East Feliciana Parish and run southward to the Willow Glen Station south of Baton Rouge at St. Gabriel. From there, it crosses the Mississippi River into Louisiana Power and Light Company territory. It again enters our service area at Bayou Plaquemine and stretches north and westward to a point just south of Eunice in Southwest Louisiana.

Our portion is part of a transmission network that will total 1,000 miles of extra high voltage lines and will cost over \$100 million. The new system will extend south from West Point, Mississippi, through Jackson to Baton Rouge, New Orleans and Lafayette, and west from Memphis through Fort Smith and Tulsa to Oklahoma City.

Joining our Company in the construction of the extra high voltage lines in Louisiana, which will amount to approximately \$30 million, are Louisiana Power and Light Company, New Orleans Public Service and Central Louisiana Electric Company.

Participating utilities, in addition to our Company and the Louisiana companies, are Mississippi Power & Light, Arkansas Power & Light, Empire District Electric Company, Kansas Gas and Electric Company, Southwestern Electric Power Company, Oklahoma Gas and Electric Company and Public Service Company of Oklahoma.



TEXAS NEWSMEN VIEW ATOM BEHAVIOR. Scientists demonstrate behavior of atoms in a model of a Texas Atomic Energy Research Foundation-General Atomic "multipole magnetic bottle" to Texas newspapermen. TAERF and GA arranged for the newsmen to visit the GA laboratory at San Diego, California, December 14 to witness progress in controlled nuclear fusion research sponsored by TAERF. Kenneth Sutton, third from left, director of advertising, Beaumont, accompanied the three newsmen from daily newspapers in our Texas service area to San Diego. Second from left is Cullen Browning, editor of the Orange Leader. Bob Aldridge, managing editor of the Beaumont Journal, and Ellis Sweatte of the Beaumont Enterprise also made the trip.

Texas Newsmen Tour TAERF-GA Laboratory

ON December 14, thirty-two representatives of Texas newspapers visited the General Atomic Laboratory at San Diego, California, where experiments in controlled nuclear fusion research are underway.

They spent the day seeing experiments actually performed and attending lectures by GA scientists.

The tour was arranged by Texas Atomic Energy Research Foundation, comprised of our Company and nine other Texas investor-owned electric power companies. TAERF is associated with General Atomic in nuclear fusion research.

Three daily newspapers in our Texas service area were represented on the tour.

Our association with General Atomic dates back to the spring of 1957 when the TAERF-GA nuclear fusion research program was initiated. At that time, the only research on nuclear fusion was being carried out in governmental laboratories behind closed doors. Our program thus became the first privately-financed effort in this new field.

Controlling the nuclear fusion reaction for the eventual economical production of electric power is one of

the greatest scientific challenges facing mankind today. The rewards for doing so and the tremendous difficulties involved were made apparent during the visit to General Atomic.

The TAERF-GA program is the world's largest controlled fusion research effort financed solely by industry without the use of government funds. It is significant that free enterprise in Texas is spearheading this major research effort on one of today's scientific frontiers. It is an example of the forward-looking attitude of the investor-owned electric power industry and a manifestation of the industry's continuing effort to give better service to its customers at the lowest possible cost.

The program of the Foundation is broader than fusion research alone. Because we know that science and technology in today's society play such a major role in the future prosperity and growth of Texas, another of the Foundation's goals is to help cultivate and maintain a level of science education equal to the best in the nation.

About a year ago TAERF announced the initiation of research programs in atomic energy at the University of Texas and Texas A & M University which will complement the nuclear fusion research being carried out by General Atomic.

In further support of this goal, the Foundation has for several years sponsored research fellowships which allow a few top scholars from universities in Texas to spend the summer months working in controlled fusion research at General Atomic with some of the world's leading scientists. We also co-sponsor with the University of Texas an annual state-wide nuclear science symposium for some 500 outstanding Texas high school students and teachers, at which leading scientists deliver talks and answer questions on science careers and college curricula.

All of these activities have the dual purpose of advancing science education in Texas while bringing closer the day when the energy of nuclear fusion may be used for power generation.

Alan W. Hastings, Beaumont, Director, Vice President, Assistant To Chairman, To Retire February 1



A. W. Hastings

ALAN W. HASTINGS, Beaumont, assistant to the chairman of the board of directors, a vice president of our Company and a member of the board, will retire February 1 after more than 42 years in the electric industry.

Although with our Company in Beaumont only since 1955, Mr. Hastings has been associated with the operations of our Company since 1925 when he joined Engineers Public Service Company in New York. This Company was the owner of all the Gulf States common stock until 1947 when the stock was distributed to the public.

Mr. Hastings started his career with Stone & Webster in 1922 at Boston as a cadet engineer and, in the next three years, worked for them in several locations; with the Houghton County Electric Company at Houghton, Mich., the Middle West District Office of Stone & Webster in Keokuk, Iowa, and the Western United Gas and Electric Company at Aurora, Ill.

He was a vice president of Engineers Public Service from 1934 to 1947. There, he specialized in budgetary and engineering studies and financing and depreciation problems. He was a member of the depreciation committee of Edison Electric Institute from 1940 to 1947, the last two years as chairman.

In 1947, when Engineers Public Service Company was liquidated, Mr. Hastings became associated with the Rockefeller organization in New York. There, he was active in the development of venture projects, an oil drilling program, standard investments, and management of the Gould Paper Company,

of which he was vice president and treasurer for four years prior to moving to Beaumont.

Mr. Hastings joined our Company as assistant to the president. He was named assistant to the chairman of the board in 1959, was made a vice president in 1960 and was elected a director in 1962.

A native of Nebraska, Mr. Hastings received his B.S. degree in 1921 from Haverford College, where he was a member of Phi Beta Kappa. The following year he was graduated from Massachusetts Institute of Technology with a B.S. degree in electrical engineering.

Active in Beaumont civic affairs, Mr. Hastings has served as president of the Trinity-Neches Boy Scout Council for the past two years. For his outstanding contributions to scouting he was awarded the Silver Beaver Award in 1959. This is the highest honor that the Boy Scouts Council can bestow on a leader.

He has been a vice president of the Community Council since 1959, vice president of the Beaumont Chamber of Commerce since 1962, an elder of St. Andrews Presbyterian Church since 1960 and is president of Southeast Texas Mental Health Center, Inc.

He is a member of the Town Club, the Beaumont Club and the Beaumont Country Club.

He has been a trustee of Teachers College, Columbia University, since 1950, and taught American Institute of Banking evening courses in public utility security analysis for several years in the Columbia University extension program.

Prior to moving to Beaumont he served, in Montclair, New Jersey, as Commissioner of Public Works, president of the council of Social Agencies, chairman of the budget committee of the Community Chest, as deacon of the Union Congregational Church, member of the planning board, and was on the Regional Planning Association, Inc., of Greater New York program committee for 1955.

Mr. and Mrs. Hastings plan to continue to make their home in Beaumont at 3610 Long.



THRIFT PLAN

PURCHASES of Company stock made by the trustee during December covering employee deductions and Company contributions through November were as follows:

- Common, 1421 shares, \$66,958.87 total cost, \$47.121 cost per share.
- \$4.40 Preferred, 54 shares, \$5,282.77 total cost, \$97.829 cost per share.

The trustee deposited \$46,536.21 with the savings department of the First Security National Bank of Beaumont.



Harold Mortimer



Norman Head

Mortimer Appointed Assistant To Chairman Morrison; Head Named Director Of Rates and Depreciation

HAROLD E. MORTIMER, director of rates and depreciation, Beaumont, has been appointed assistant to Chairman Morrison, and Norman D. Head, an engineer in the Rates and Depreciation Department, has been appointed to succeed Mr. Mortimer. Both changes were effected January 16.

MR. MORTIMER has been an employee of our Company since 1928 following his graduation from Rice University with a B.S. in electrical engineering.

He received experience in various engineering and sales positions in his early years with our Company in Beaumont, Silsbee and Port Arthur. In 1937 he was transferred from Port Arthur to Navasota, Texas, as assistant to the superintendent of distribution. He moved back to Beaumont in 1942 as an electrical engineer. He was named supervisor of the rate and depreciation department in 1948. He has been director of that department since 1963.

Mr. Mortimer's civic memberships include the Beaumont Chamber of Commerce, the YMBL, the East Texas Chamber of Commerce. He is a direc-

tor of the Beaumont Symphony Society and is a vice president of Beaumont Society for Crippled Children. He is a member of the Beaumont Country Club, the Beaumont Club and is a Mason. He is a member of the Trinity Methodist Church where he is a past member of the board of trustees.

He is a member of the Texas Water Conservation Association, past chairman of the Beaumont Section of the Institute of Electrical and Electronic Engineers, a member of the Edison Electric Institute rate research committee, and is a past secretary of the EEI depreciation committee.

He is a director of the Rice University Alumni Association, past president of the Rice University Beaumont Club, a trustee of the Southwest Atomic Energy Associates and is a registered professional engineer in Texas and Louisiana.

Besides being a graduate of Rice, Mr. Mortimer attended the East Texas School of Law and has completed management courses at Georgia Tech and the University of Pittsburgh. A native of Smithville, Texas, he is married to the former Merle Holloway of Waco.

Mrs. Mortimer is a physics teacher at Beaumont High School.

MR. HEAD, a 1951 graduate of Louisiana State University, joined our Company as a junior engineer following graduation. Six months later he was assigned to Louisiana Generating Station at Baton Rouge as an engineer. In 1954, he was promoted to office engineer at Louisiana Station. He was transferred to Beaumont in 1956 as an engineer in the Rate Department.

He holds a B.S. in electrical engineering and is a registered professional engineer in Louisiana. A native of Alvarado, Texas, he is a graduate of Newellton, Louisiana, High School. He served in the U. S. Air Force from 1945 to 1948.

Mr. Head is married to the former Dorothy Talbert of Liberty, Miss., and has three children, David, Kathy and Melvin. They are members of St. Andrews Presbyterian Church.



OUTSTANDING SAFETY MAN. F. F. Johnson, vice president and manager, Lake Charles Division, receives the annual "Outstanding Safety Man-of-Year Award" of the Safety Engineering Society of Southwest Louisiana. The award was presented on December 16 at the Society's annual Christmas party by Mark D. Wentz, Jr., superintendent of safety and plant protection at Cities Service Oil Company. This award is usually given to a member who serves full time in the field of safety, but the Safety Engineering Society thought it should be given Vice President Johnson, who although busy with other civic work as well as Company business, still took time to serve as president of the Calcasieu Area Safety Council.



Jim Derr



Jean Smith



Henry Kluttz

Production Announces Changes For Seven Engineers

THE promotions and transfers of seven Production Department employees were made effective January 1.

James H. Derr, maintenance supervisor, Sabine Station at Bridge City, was promoted and transferred to the System Construction-Production Department as a construction engineer-production in Beaumont.

Henry A. Kluttz, system turbine maintenance engineer, Beaumont, has promoted to general maintenance supervisor and transferred to Sabine Station.

Jean F. Smith, planning supervisor, Louisiana Station, Baton Rouge, has been transferred to Beaumont as system turbine maintenance engineer.

A. L. Brady, Jr., chemical engineer, Louisiana Station, has been named system chemical engineer and transferred to System Production, Beaumont.

Roy J. West, engineer in Construction-Production, Beaumont, has been transferred to Louisiana Station and promoted to planning supervisor.

Weldon L. Smith, Jr., chemist in System Production, Beaumont, has

been transferred to Baton Rouge and promoted to chemist at Louisiana Station.

Robert R. Milling, Jr., engineer, Louisiana Station, has been transferred to Willow Glen Station as an engineer.

A newly employed engineer William T. Crowe, III, has completed his orientation program and was assigned to the System Production Department on December 16.

JIM DERR joined our Company at Louisiana Station in Baton Rouge as a student engineer in 1940. In 1941 he left for a tour of duty with the U. S. Navy and returned in 1943. He was then assigned back to Louisiana Station as a station clerk. In 1945 he was promoted to office engineer. He worked in various positions at Louisiana Station until 1952 when he was made an assistant to the station superintendent.

He was transferred to Lake Charles in 1954 and was named test engineer at Riverside Station. He was moved to Roy S. Nelson Station in 1958 as test supervisor. He has been maintenance supervisor at Sabine Station at

Bridge City, Texas, since 1961.

A native of Tremont, Pennsylvania, Jim is a graduate of the Williamson Trade School in Media, Pennsylvania. He has also completed a course in combustion from the Hayes School of Combustion, and has taken courses at Louisiana State University and McNeese State College in Lake Charles.

Jim is married to the former Sara Copeland of Memphis, Tennessee, and they have three sons, James, John, and Jeffrey. They are members of the Wesley Methodist Church in Orange. He is a member of the Orange Lions Club, the Orange Chamber of Commerce, and the Louisiana Society of Engineers.

HENRY KLUTTZ has been with our Company since 1948 when he came to work as a turbine maintenance engineer at Louisiana Station. In 1956 he was transferred to System Production in Beaumont as turbine maintenance engineer for our entire system.

A native of Raleigh, North Carolina, Henry is a graduate of North Carolina State College. He received his B.S. in mechanical engineering in 1942. For the next six years he was a service engineer with the Westinghouse Electric Corp.

He is married to the former Frances Peevey of Forest, Mississippi, and they have three children, Carol, Marvin and Mary. Henry is presently serving as

secretary of the Plant Design and Operating Committee, which is composed of plant design and operating engineers from utilities and engineering corporations located in the southeastern section of the country.

JEAN SMITH has been planning supervisor at Louisiana Station since 1963. He joined our Company in 1951 as a junior engineer at Louisiana Station following his graduation from Louisiana State University with a B.S. in mechanical engineering.

He was made an engineer in 1955 and in 1956 he was promoted to assistant turbine maintenance engineer. A native of East St. Louis, Ill., he served with the Army Air Corps and Army Corps of Engineers from 1943 to 1946.

Jean is married to the former Edna Rodriguez of Baton Rouge, and has four daughters, Linda, Catherine, Delores and Frances. He is a member of the Louisiana Engineering Society and the American Society of Mechanical Engineers and is a member of the Knights of Columbus.

AL BRADY, a native of Macon, Georgia, has been an employee of our Company since 1956 when he came to work in Beaumont following a two-year tour of duty with the U. S. Army. He was graduated in 1953 from Georgia Tech with a bachelor of chemical engineering.

Following an orientation program he was assigned to System Production in Beaumont as an engineer. He was transferred to Louisiana Station in 1958 and was promoted to chemical engineer.

ROY WEST joined our Company in Beaumont in 1958 as an engineer following his graduation from Texas A&M with a B. S. in mechanical engineering. A native of Childress, Texas, he had served in the U. S. Army for six years prior to attending A&M.

Following an orientation program, Roy was assigned as an engineer at Louisiana Station. He was transferred back to Beaumont in 1960 and assigned to Construction-Production as an engineer.

Roy is married to the former Jeanette Zimmerman of Atlanta, Georgia. They have two sons, Dennis and David. He is a member of the First Baptist

Church, the American Society of Mechanical Engineers, and is a registered professional engineer in Texas.

WELDON SMITH has been a chemist with our Company since 1960. He was graduated from Lamar Tech in 1959 with a B.S. in chemistry. Following graduation he served six months with the U. S. Army.

A native of Jasper, Texas, Weldon is married to the former Alice Jones of Beaumont. Mrs. Smith is a former employee in Construction-Budget. They have one daughter, Ashley. They are members of St. James Episcopal Church and the Andante Dance Club. Weldon is a member of the American Chemical Society and Sigma Chi Fraternity.

BOB MILLING is a 1961 graduate of Lamar Tech with a B.S. in electrical engineering. He joined our

Company upon graduation as an engineer in Beaumont. Following his orientation program, he was assigned to the Baton Rouge T&D as an engineer. He was transferred to Louisiana Station in 1962.

A native of Galveston, Texas, Bob served in the U. S. Coast Guard from 1954 to 1956. He is a registered professional engineer in Louisiana.

TOM CROW joined our Company in October, 1964. He is a graduate of Louisiana Polytechnic Institute and holds a M.S. in electrical engineering from Georgia Institute of Technology.

A native of Shreveport, he is married to the former Virginia Bray of Shreveport and has two sons, Billy and Johnnie.

Two Orange Employees Promoted To New Foreman Positions

TWO Orange T&D employees were promoted January 1 to new positions.

Ollie H. Schultz was promoted from utility foreman to line foreman and Edgar R. Snider was promoted from lineman first class to utility foreman.

OLLIE has been with our Company since 1944 when he came to work in Orange as a helper in T&D. He progressed through several line and service classifications to become a first class lineman in 1949. He has been a utility foreman since 1957.

A native of Pine Bluff, Ark., he is married to the former Nola Donaldson of Orange. They have two married daughters, Mrs. Sharon Mayfield and Mrs. Carole Nance. He is an elder of the Ninth and Elm Church of Christ.

ED has been with our Company since 1951. He came to work as an operator's helper in the old Sabine Power Plant. In 1953 he was transferred to T&D as a helper. He progressed through the line and service classifications until named a lineman first class in 1958.

He is married to the former Marcline McFarland of Orange and has two children, Bill and Mary Lee. A native of Springfield, Mo., he is a graduate of the Straford, Mo., high school and attended Lamar Tech. He served in the U. S. Navy for four years. He is a member of the Harmony Baptist Church in Bridge City.



Ollie Schultz



A. E. Boswell



H. W. Lina



L. W. Scott

Three T&D Employees To Retire February 1

TWO Navasota employees and one Beaumont employee will retire February 1.

They are: Alfred E. Boswell, a patrolman in the Beaumont T&D; Herman W. Lina, substation mechanic, and Leonard W. Scott, serviceman first class, both in Navasota T&D.

Mr. Boswell has been employed by our Company since 1941. He came to work in the Beaumont Line as a helper. He was made an apprentice in January, 1946, and has been a patrolman since July, 1946.

A native of Sario, Texas, he had been previously employed in the East Texas lumber industry.

Mr. Lina has been with our Company since 1924 when he came to work as a watch engineer in Somerville, Texas. He has worked in various serviceman classifications in Somerville, Groveton, and Huntsville. He has been a substation mechanic in Navasota since 1956.

A native of Sherman, Texas, where he received his education, he worked prior to joining our Company in various Caldwell, Texas, industries.

Mr. Lina and his wife, the former Mona Polk of Groveton, have three married children, B. E. Lina of Stockton, California, Mrs. Dorothy Griffin of Galveston, and Mrs. Nell Curling

of Somerville. He is a member of the First Baptist Church of Navasota.

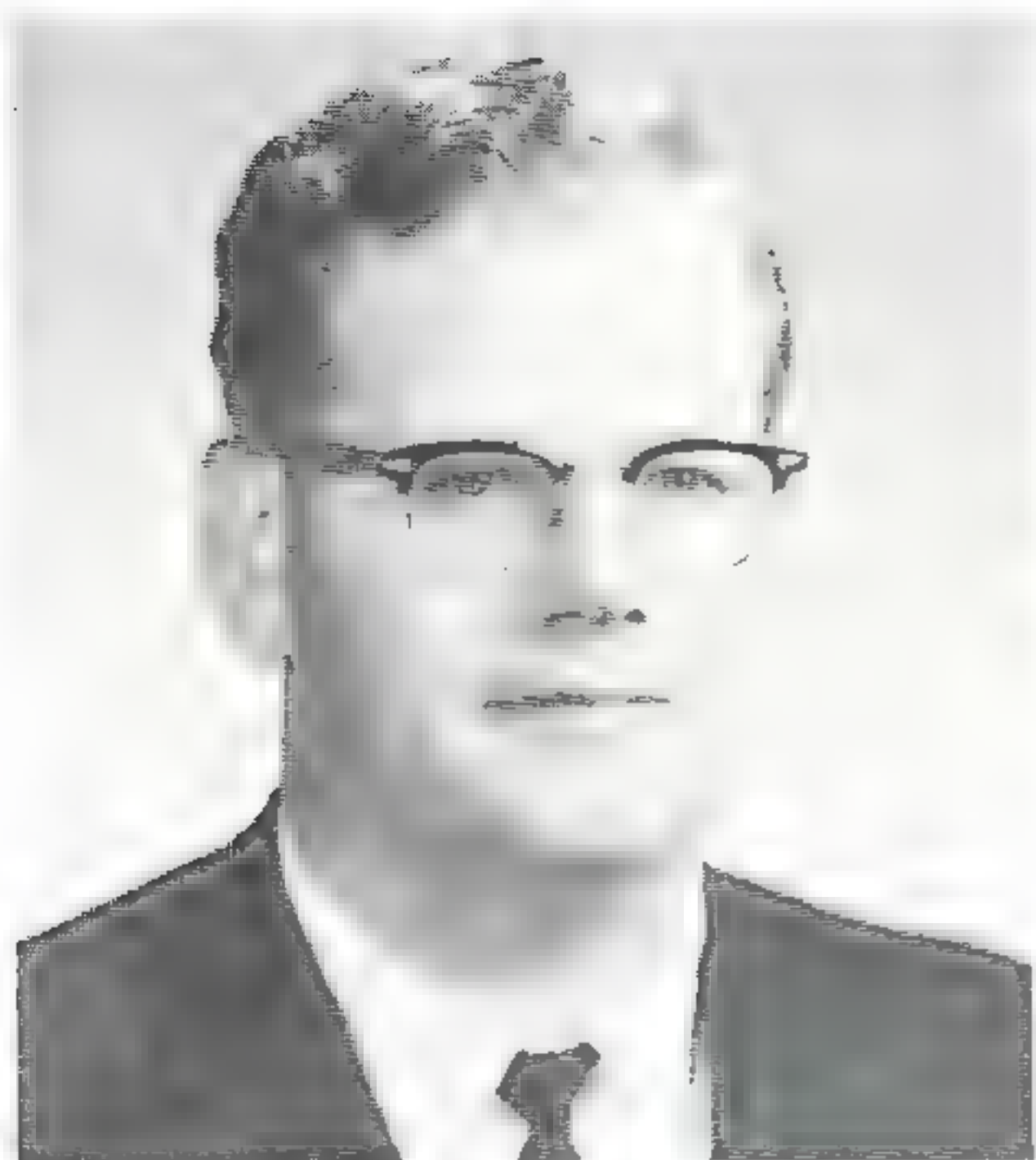
Mr. Scott's length of service goes back to 1919 when he joined a predecessor company, the Silsbee Ice, Light & Power Company, in Silsbee.

He served in various electrical classifications there until transferred to Nederland as a serviceman in 1940. He was made a serviceman first class in 1941. In 1944, he was transferred to Jasper. He was moved to Navasota, in 1945, when our Company sold the Jasper property to the City of Jasper.

A native of Loveland, Texas, he was educated in Buna, Texas, and was employed by an area lumber company prior to joining our Company.



CONGRATULATIONS ARE EXCHANGED—Vernon Young, Baton Rouge Substation Department and Hubert Desselles, Louisiana Station, center, assistant chairman and chairman respectively for the Baton Rouge Division Employees United Givers 1965 Drive, are congratulated by General Campaign Chairman Charles Zeannah, manager of community relations for the Ethyl Corporation in Baton Rouge, left, and Myron Faulk, right, fund director. Employees of the Baton Rouge Division contributed \$12,338.44, or 102 per cent of the goal.



John Scott

Scott Named Supervisor of Internal Audits

JOHN J. SCOTT, formerly an auditor in the Internal Audits Department, Beaumont, has been promoted to supervisor of internal audits. In his new position he will report directly to the treasurer.

John joined our Company in 1954 following his arrival in the United States from Australia. He is a native of Ireland.

Since joining our Company in Beaumont, he worked in various accounting positions, until named a section supervisor in 1962. He has been an auditor since July, 1964.

John and his wife, Mary, have two sons, and are members of St. Anne's Catholic Church.

gulf staters in the news

Howard W. Gale, Equipment Section, System Engineering, Beaumont, has been re-appointed commander of the Coast Guard Auxiliary, Flotilla 65. This is the third year for Howard to hold this position.

B. J. McMaster, district superintendent, Jennings, was recently elected to serve on the Jennings Civil Service Board for policemen and firemen.



STUDY NEW STREET LIGHTING DEVELOPMENTS. Company sales and operating personnel and representatives from ten lighting firms met last month in Beaumont to discuss the latest improvements in mercury vapor lighting fixtures and new lamp developments.

Participating were, left to right: Dick Landry, system supervisor of lighting sales promotion, Beaumont; Mack Deloney, Universal Pole Bracket Corporation, Houston; Leonard DeSaw, Beaumont T&D-Engineering; Frank Wallace, vice president, American Electric, Southaven, Miss.; Billy Touns, Beaumont T&D-Engineering; Jim Johnson, American Electric and Universal, Houston; Ben Marshall, Pemco, Houston; Jerry St. Dizier, lighting engineer, Lake Charles; Robert Compton, Joslyn, Chicago; Hal Wehrwein, Holophane, Houston; Kirke Coney, Westinghouse, Houston; Jim Aubrey, Hubbard, Shreveport; Michael Fanchier, engineer, Port Arthur; Hal Hill, Westinghouse, Dallas; John Mucha, Pemco, Philadelphia; Jack Follmer, section head, Beaumont; Wayne Hiter, industrial engineer, Port Arthur; Cecil Rhoads, Joslyn, Houston; Warren Edman, vice president, Holophane, Newark, Ohio; Lee LaFleur, section head, Lake Charles; Jim Stelly, commercial sales supervisor, Baton Rouge; Bill Thomson, commercial and industrial sales supervisor, Beaumont.

Also present but not in the picture were: L. V. Dugas, vice president and general sales manager, Bill Richard, system superintendent of commercial and industrial sales, J. W. Waltrip and F. J. Warren, Line Material, Tom Broussard, Revere Electric Manufacturing, and Joe Carey, Westinghouse, all of Beaumont; and Virgil Shaw, commercial and industrial sales supervisor, Port Arthur.

Our Company continually improves its service to the communities we serve. One such improvement is to provide expert advice on existing or planned lighting installations. Meetings are held annually to provide information on the latest lighting industry developments.

Each division was presented a new copy of IES Roadway Lighting Practices and the major changes were discussed by Mr. Edman, past chairman, IES Roadway Lighting Committee. A brief review of street lighting pointed out how the different luminaire light distributions are classified by the new lighting standards. Mr. Edman pointed out that distributions with high vertical angles of maximum candlepower emission are necessary to produce a more favorable pavement brightness for silhouette seeing where traffic volume is relatively low and spacings are long.

Farm Rice Dryer Clinic To Be Presented Feb. 11

A rice dryer clinic for Texas and Louisiana rice farmers who own or operate rice dryers has been scheduled for Thursday, February 11, from 8 a.m. to 4 p.m. at the Ridgewood Motor Hotel in Beaumont.

The clinic, to be co-sponsored by our Company and the Texas Agricultural Extension Service, is designed to orient

rice farmers in operation procedures for in-storage drying, fumigation and quality control, selection of motors and controls, motor and controls maintenance, proper wiring and electrical and dryer terminology.

The clinic is free and all participants will be guests of our Company for lunch. Registration must be completed by January 31.

This will be the second rice dryer clinic sponsored by the Extension Service and our Company this winter. The first was designed to assist commercial operators in employing more economical operating procedures.

O. K. Baxley, Sr., Dies in Beaumont

FUNERAL services were held December 24 in Beaumont for Oscar Kyle Baxley, Sr., 67, a retired Production Department employee. Mr. Baxley had been hospitalized for several months in a Beaumont Hospital.

A native of Elmo, Texas, Mr. Baxley attended school in Timpson and lived in Beaumont for 44 years. He was a charter member and deacon of the Pine Burr Baptist Church and a trustee of the French Independent School District for six years.

Mr. Baxley retired from our Company in 1962 after 41 years. He started to work in the Production Department in Beaumont and worked in various production classifications. At the time of his retirement he worked in the System Engineering Department's system operator's office.



O. K. Baxley, Sr.

He was a member of Tolerance Lodge No. 1165.

Survivors include his wife: Mrs. Nannie Rhyme Baxley; a son, O. K. Baxley, Jr.; a daughter, Mrs. Grady Smith; all of Beaumont; a brother, a sister, and four grandchildren.

Sympathy to:

George L. Trahan, Lake Charles Substation Department, on the death of his father, F. J. Trahan of Lake Arthur, on November 29.

Robert W. Derby, Lake Charles Substation Department, on the death of his father, F. W. Derby of Moss Bluff, on November 29.

Mr. and Mrs. Ralph Broussard on the death of Mrs. Broussard's father, Mr. Bowers, in December. Ralph is a first class lineman in Lafayette District.

Doris Campbell, Plant Accounting, Beaumont, on the death of her father R. M. Campbell, Sr., December 16.

B. J. Harrop, assistant treasurer, Beaumont, on the death of his sister, Miss Florence Harrop, 52, of Lake Charles, January 6.

Mr. and Mrs. Norman Head on the death of their daughter, Linda, 3, December 23, following a long illness. Norman is director of rates and depreciation, Beaumont.

Reason for disbursement: Recognition of your outstanding cooperation and performance in helping to make our UGF campaign highly successful.

Bank of



PAY

\$ 930,408⁰⁰/₁₀₀

Date October 31, 1964

Check No. 1 (Community Project)

912-164
102%

Nine hundred thirty thousand four hundred eight and ⁰⁰/₁₀₀ DOLLARS

To the Order of:

Plain Talks
Gulf States Utilities Company
P. O. Box 2431
Baton Rouge, Louisiana 70821

ΔΙΑΠΡΑΓΜΑΤΕΥΣΙΜΟΝ ΜΟΝΟΝ ΣΤΟΝ ΟΤΡΑΝΟΝ



GIVERS FUND
OF GREATER BATON ROUGE

Charles H. Zeanah
GENERAL CAMPAIGN CHAIRMAN
Larry A. Canady
PRESIDENT

CHECK PRESENTED. Charles H. Zeanah, general campaign chairman, United Givers Fund of Greater Baton Rouge, presented this check to PLAIN TALKS for the part the magazine played in the 1964 fund drive. This check represents the amount pledged to UGF by the citizens of Baton Rouge. This represented 102 per cent for the drive. Baton Rouge Gulf Staters also pledged

102 per cent of their quota. "I would like to offer my sincere thanks to everyone who had anything to do with the success of our UGF drive," Mr. Zeanah said. "Where we find cooperation, we find success—and it should be rewarding to every member of our team to know that we had a lot of both." P. S. The Greek in the lower left of the check means, "Negotiable only in Heaven."



NAMED KIWANIAN OF THE YEAR. Charles Glass, center, receives the cup presented to him by the Lafayette Kiwanis Club upon being named Kiwanian of the year for 1964. W. R. Oliver, left, last year's recipient made the presentation of the cup and plaque to Charles and his wife, Gretchen, right. Charles is an industrial engineer in the Lafayette District.

Charles Glass Named Lafayette Kiwanian of the Year

CHARLES DOUGLASS GLASS, Industrial engineer, Lafayette, was named Kiwanian of the Year for 1964, at a luncheon attended by more than 100 Kiwanians and their wives, in Lafayette on December 15.

Last year's recipient, W. R. "Bud" Oliver, presented the 24-inch cup and a plaque to Charles and his wife, Gretchen.

Mr. Oliver cited Charles as being the youngest Kiwanian in point of service, to have earned the coveted Kiwanian of the Year award. He pointed out that Charles joined the Kiwanis Club in April, 1962, and in this two and one-half years, he has served as program chairman, treasurer of the club, is the first vice president elect and, in 1963, he served as

general chairman of the Annual Kiwanis Football Jamboree. Under his chairmanship, the Club realized more funds for its youth work and other Kiwanis activities than any year in the history of the 13-year Jamboree. He also has earned at least one year of perfect attendance, which is no small task, considering the fact that his employment requires considerable traveling, Mr. Oliver said.

"In addition to Kiwanis work, Mr. Glass is very active in his church, the Chamber of Commerce and the Area Safety Council. He served as a division chairman in this year's first successful United Fund Drive," Mr. Oliver said.

"Charles was born in Mt. Pleasant, Texas, and graduated from Texas

A & M in 1949, with a BS degree in Agricultural Engineering. Almost immediately after graduation, he was employed by Gulf States Utilities. He and his wife, the former Gretchen Elkins of Lake Charles, Louisiana, have two daughters, Jennifer Grayson and Rebecca Anne," Mr. Oliver concluded.

Wins "E" Award

Attention: Mr. L. V. Dugas
Vice President-Charge of Sales

Subject: "E" for Effort Award—
Charles Glass

Dear Mr. Dugas:

I know that you, like myself and many others, are a businessman and are confronted daily with an unending stream of complaints and problems. Consequently, it gives me great pleasure to reverse the picture and point out to you the great effect of your field sales organization. Case in point—Charles Glass, Industrial Engineer, Lafayette.

This week climaxed a team-work proposition between Charlie and the writer where we closed the sale on a large installation of radiant heaters for a local industry resulting in a 100KW unity lot for GSU and some comfortable workers for the industry and a modest profit for the writer and for our distributor.

This sequence is only one of many where Charlie and I have teamed together for the common good. I feel that every time Charlie calls with a lead of any type that it is virtually a locked-up cinch because of the tremendous ground work that he will have laid prior to my first contact.

I do not know where Charlie gets the time or the inclination but he seems to know as much about my products as I myself do. If you have an "E" for Effort Award, please send to my good friend, Charles Glass.

Very truly yours,

Ross & Pethtel, Inc. representing
Edwin L. Wiegand Company
Richard T. Pethtel
President



CAN YOU DRIVE WITHOUT COMMITTING VIOLATIONS



CHANGING LANES
THE INSIDE LANE IS MOVING
BETTER AND LOOKS CLEAR.
WHAT'S YOUR FIRST ACTION
BEFORE CHANGING LANES?



FOLLOWING TOO CLOSE
A CAR IN FRONT SUDDENLY
STOPS. HOW FAR BACK
MUST YOU BE TO KEEP
FROM HITTING IT?

EXPRESSWAY RAMP
A CAR IN FRONT STARTS
ONTO THE EXPRESSWAY.
YOU LOOK BACK. NO
TRAFFIC COMING. WHAT'S
YOUR NEXT ACTION BEFORE
ENTERING EXPRESSWAY?

**PEDESTRIAN IN
CROSSWALK**
A PEDESTRIAN
IN THE CROSSWALK
APPROACH. WHAT?

**LOSE 1 TURN
TRAFFIC
COURT**

**LOSE 1 TURN
JAIL**

**LOSE 1 TURN
EMERGENCY
CLINIC**

**TRAFFIC
AMBER**
AS YOU
DO YOU
THINK
O

YIELD SIGN
THE WAY IS NOT
CLEAR. DO YOU
HAVE THE
RIGHT-OF-
WAY?

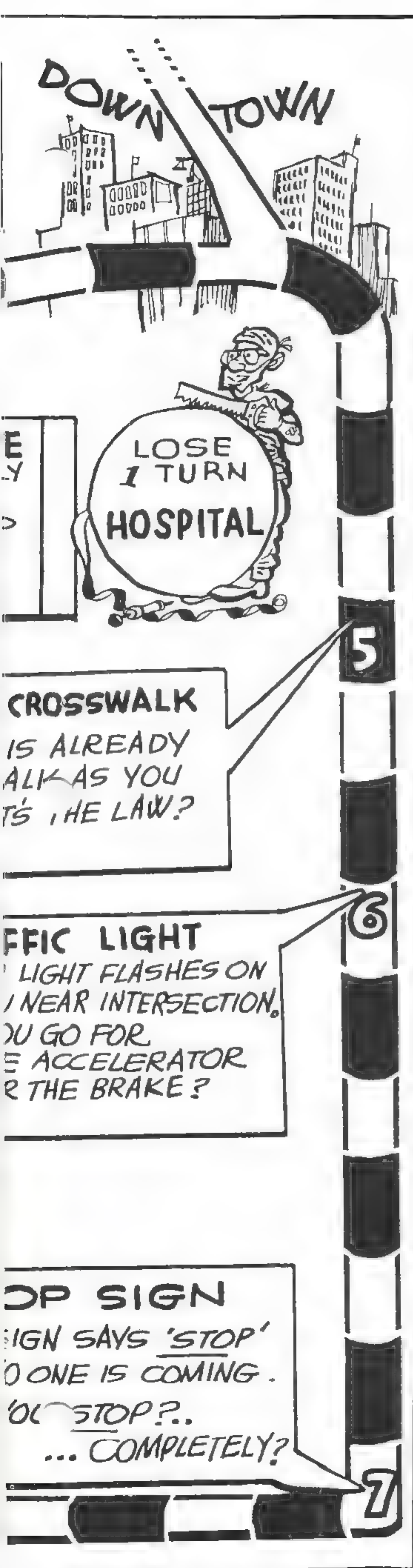
SPEEDING
THE WAY HOME IS CLEAR.
THE SIGN SAYS '35 MPH'
BUT YOU CAN SAVE HALF
A MINUTE BY DOING 50...
WHAT'S YOUR CHOICE?

**STOP
THE
BUT NOT**

START from HOME



Eric



TRAFFIC SAFETY GAME

*prepared by Atlanta
Traffic and Safety Council*

OBJECT OF THE GAME

to make a safe trip from home to downtown
and return.

DIRECTIONS

each player starts at HOME and moves in
turn, to each hazard. Wrong answer earns
a penalty.

BUCKLE YOUR SEAT BELT AND START!

(answers on page 24.)

'round our system in pictures

DECORATORS AT WORK. Putting final touches on the office tree for their annual Christmas party last month are, from left, Bernice Falvey, Kay Harris and Odie Boenker, all Conroe office clerks. The Conroe party was held in our Company's office on December 18. The Christmas season was an especially joyful occasion for Odie. She and another Gulf Stater, Robert Boenker, lineman first class, Conroe, were married December 12.



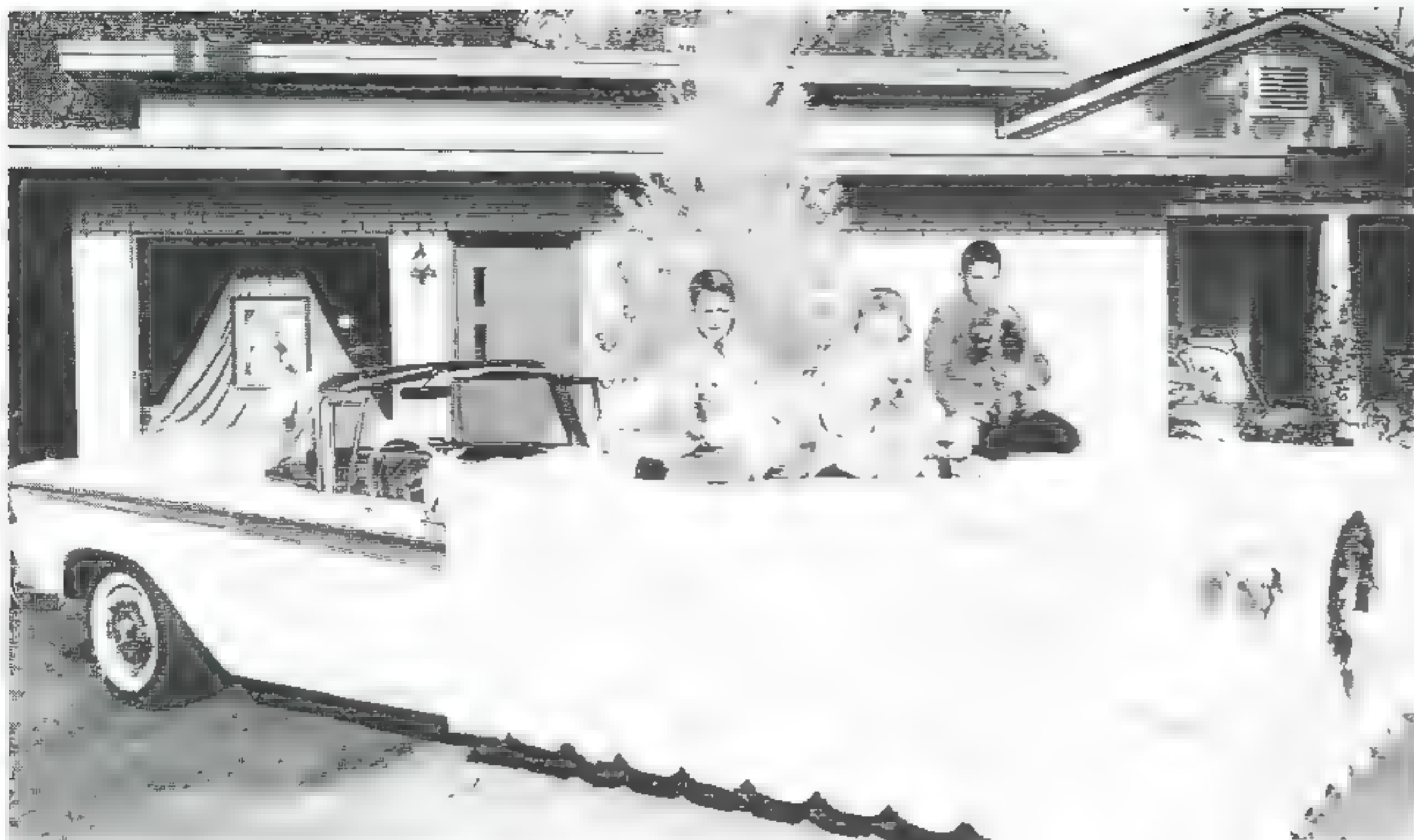
STRONG MAN? Well, Clifford P. Mathews, apprentice lineman, Lafayette, is really not having to use too much muscle to lift this transformer. It is a light weight dummy transformer used for training purposes in the lineman apprentices training course which Red attended in Beaumont.



SANTA'S HELPERS. About 30 wives of Beaumont Production Department employees gathered last month at the Neches Station's assembly hall to give Santa a hand in wrapping gifts for the some 200 children who attended the System Production and Neches Station annual children's Christmas party.



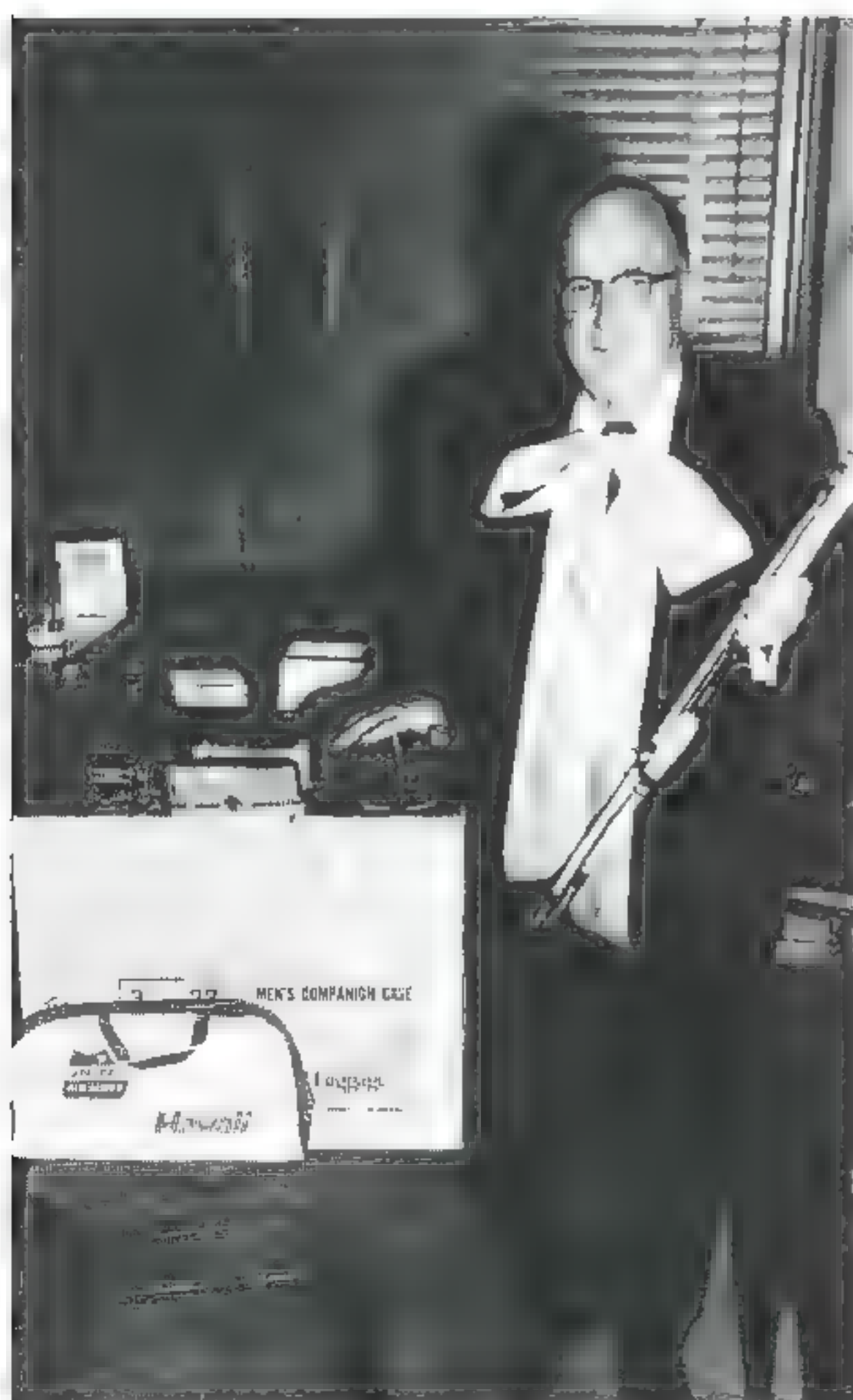
TOUR JENNINGS FACILITIES. Eddie Belair, storeroom keeper, Jennings District, conducts a tour of 4-H members from the Immaculate Conception Catholic School in Jennings through the Jennings Service Center. The tour included an explanation of how materials are stored and distributed to line trucks and service trucks, a tour of the yard, showing and explaining switches, transformers, poles and all materials stored in the yard. Here he explains the operation of a "gang" operated break vertical switch. L. J. Biesenburger, substation operator, explained how power comes into the substation from the power plants and is distributed to industrial, commercial and residential customers. Upon completion of the tour, the students were told what services are made available by our Company to help them with their 4-H electric projects.



IN CHRISTMAS PARADE. This float won first place in the Cleveland Christmas Parade last month. Riding on the float are Brad Snell, Mitzie Allen and Danny Snell, children of Cleveland Gulf Staters Barbara Snell, local office clerk, and Wayne Allen, serviceman first class. The float was all in pink and white. The poodle in Mitzie's arms was tinted pink to match her dress.



CHRISTMAS CLOWNS. These two clowns entertained at the Lake Charles District Children's Christmas Parties last month. They are Tom Wagnon, Sales, and Joe Regan, Meter.



RETIREMENT BOUND. Pete Simon, executive office engineer, System Rates, Beaumont, shows off some of the surprise gifts he received at a retirement party as he left for his final two weeks of vacation before retiring January 1. Mr. Pete had been an employee of our Company for 40 years. The bow Mr. Pete wears around his neck contains the names of all of his well-wishers.

DEER STOCKING PAYS OFF. Three and a half-year old Chuck gets his first lesson in deer hunting from his dad, J. L. Clement, Baton Rouge Commercial Sales. The eight-point buck was bagged by 6:30 a.m., November 27, the first day of deer season in Livingston, Ascension and East Baton Rouge Parishes. Mr. Clement was among a group of sportsmen who helped stock the area with deer six years ago. This year's five-day season was the first since then. During the five-day season 75 deer were killed.



HOLIDAY COOKING. Mildred Tribble, left, home service advisor, Baton Rouge, is shown with officers of the East Baton Rouge Parish Home Demonstration Council following one of two "Holiday Foods and Ideas" programs presented to the group in December. The programs were held on December 3 and 4, in the division office auditorium with 124 ladies attending.



RETIREEES HONORED. C. A. Ibach, right, superintendent, Sabine Station, presents a couple of gifts to W. B. Gurney, left, system superintendent of results, and Jack A. Reich, system production manager, at a recent retirement party. Mr. Gurney retired January 1 after 42 years in the electric industry and Mr. Reich retired September 1 after 46 years.

*(round our system
in pictures continued)*



RECEIVES 40-YEAR PIN. H. C. LeVois, right, division manager, Navasota, presents Mr. and Mrs. H. W. Lina with Mr. Lina's 40-year service pin. Mr. Lina, a substation mechanic, will retire February 1. He has been with our Company since 1924. The presentation was made at the Navasota District's Children's Christmas Party on December 18.



RETIREMENT PRESENT. Archie McClure presents J. E. Dulaney a six gallon boat gas tank at a surprise retirement party on November 25. Mr. Jim, mechanical maintenance foreman, Louisiana Station, was presented a number of gifts by his fellow employees. He accused everyone of pulling a fast one on him but finally was able to say, with mixed emotions, "Thanks to all of you for everything."



HOLIDAY FOOD AND IDEAS. Rhea Gary, home service advisor, Baton Rouge, displays some of the food and decorations that she used in a demonstration for Livingston Parish housewives last month. Assisting Mrs. Gary with the program were Harriet Babin and Frances Maxwell, home services advisors, Baton Rouge.

SERVICE AWARDS

FORTY YEARS

TWENTY YEARS

THIRTY YEARS



T. E. Hensley
Production
Neches Station



Dorlene L. Abrahams
Treasury
Lake Charles



E. J. Alonzo, Jr.
Distribution
Baton Rouge



M. C. Corken, Jr.
Treasury
Baton Rouge

TEN YEARS



S. C. Oliphant
Production
Louisiana Station



E. R. Saide
Distribution
Orange



C. A. Arnold
Treasury
Beaumont



R. J. Carmier
Distribution
Port Arthur



H. B. Ferguson
Treasury
Sulphur



M. J. Gautreaux
Treasury
Baton Rouge



Mildred F. Tribble
Sales
Baton Rouge



M. D. Voyles
Distribution
Baton Rouge



M. J. LeBlanc, Jr.
Distribution
Baton Rouge



G. B. Mullin
Treasury
Lake Charles



G. L. Mustin
Production
Louisiana Station



B. J. Rabalais
Distribution
Baton Rouge



Arthur Wilson
Production
Louisiana Station



A. B. Reder
Treasury
Lake Charles



Herman Washington
Distribution
Port Arthur

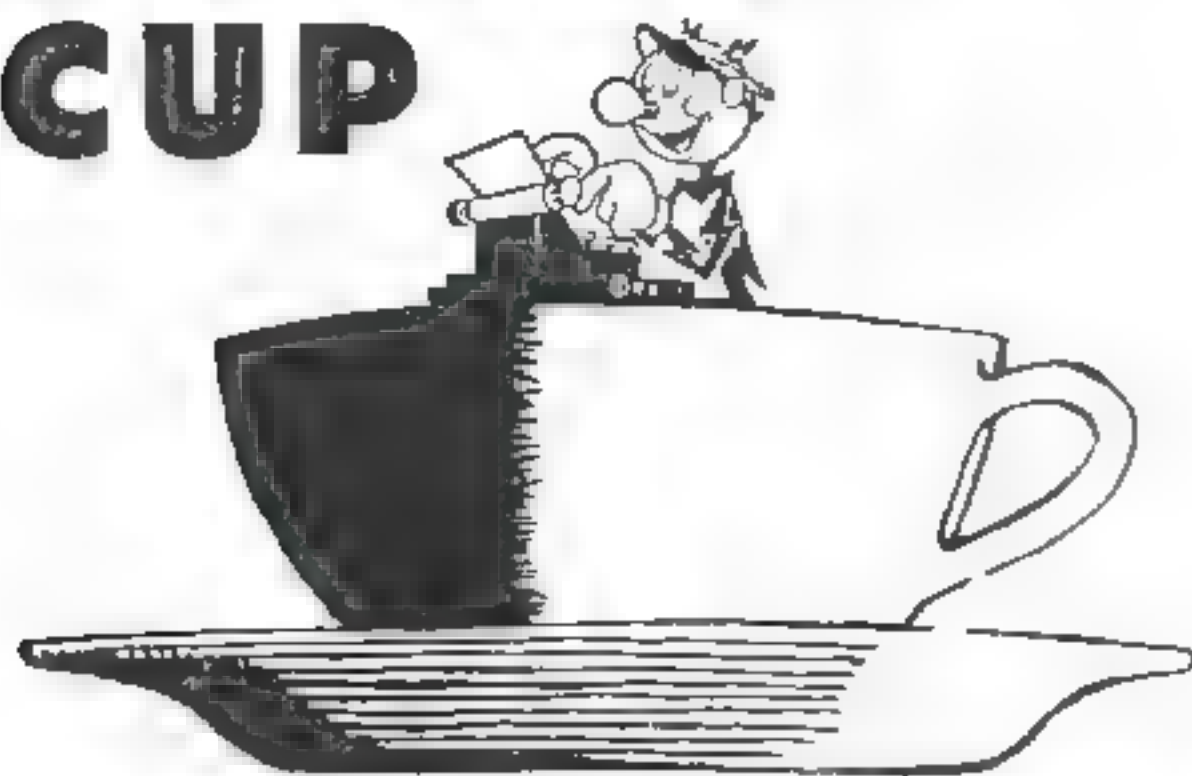


T. L. White
Production
Louisiana Station



J. R. Williams
Distribution
Beaumont

over the COFFEE CUP



SEVERAL Beaumont T&D employees have been on the sick list recently. **Joyce Smith**, Service, has been recuperating from major surgery which she had on December 2. **Grace Fails**, Line, has returned to work after a lengthy illness. **James Wallace**, Line, has also returned to work after having an operation. Others off ill during December were **L. D. Bell**, **G. A. Geiger** and **P. M. Anawaty**.

Tom Adams, Building and Grounds, used a week's vacation moving into a new home at 570 Smelker.



HUNTING LUCK. Howard Gale, right, System Engineering, Beaumont, displays the six point buck he shot west of Beaumont in Hardin County last month. The buck weighed 175 pounds. Others are **Bill Hebert** and **Harris Lindsey**, son of T. H. "Snooks" Lindsey, retired Beaumont employee.

G. B. Oglesbee, general line foreman, and his wife took a trip to New Orleans where they visited the race tracks.

Tommy Brown's daughter, **Lois**, who is attending the Mather School of Nursing in New Orleans, was home for a visit during the Thanksgiving holidays.

—By Dorothy Gaus

THE employees in the Beaumont Customer Accounting Department had a busy Christmas holiday. **Charlotte Bass** vacationed with her folks in Austin while **Betty Clark** visited relatives in Kirbyville.

Dorothy Fontana visited in Houston and came back from the holidays "sporting" a new Mustang. **Shirley Grimes** spent her time in Lake Jackson while **Kay Hare** visited in Silsbee. **Ruth Hardy** traveled up to Lufkin. **Linda Morgan** went home to Cleveland. **Shirley Noah** went off to Houston and **Wanda West** visited up in Dallas. **Butch Franklin** visited around Nacogdoches.

Staying at home were **Barbara Blake** who visited with family; **Mary Floyd**; **Gwen Johnston**; **Ethelyn Wilson** stayed home with her new baby, **Mary Lynn**; and **Vic Faver** stayed home and enjoyed having his daughter, **Jan**, home from Hardin-Simmons College in Abilene.

Mary K. Heye, a summer employee attending Houston Baptist College, paid a visit to the Customer Accounting Department.

We were sorry to lose one of our girls, **Shirley Weaver**. She is going to devote her time to being a housewife and enjoy her new home. Shirley's husband, **Frank**, is employed in Right-of-Way in Beaumont.

—By Betty Clark

JENNINGS

MR. AND **MRS. MARTIN WAGNON** spent their Thanksgiving week vacation visiting relatives in Miami, Fla. From there they took a cruise to Nassau. They reported all had a grand time. Martin is residential sales representative in Jennings.

Sylvia Guillotte, local office clerk,



THE BIBB SISTERS. Julie and Lori are the daughters of Mr. and Mrs. Nathan Bibb. Nathan works in the Standards Section of System Engineering, Beaumont. Julie is four years old and Lori will be two in February.

and family visited with her sister and family in Abilene, Texas, during the Thanksgiving holiday. Other employees having Thanksgiving week vacations were **O. J. LeBlanc**, **Thomas D. Brooks**, **Eddie Belair**, **J. W. Billodeaux**, **Wallace Bertrand**, **Robert L. Gary** and **John Devall**.

Carolyn Spell, local office clerk, T&D, spent a week's vacation visiting her sister and family in Cheneyville. She also visited **Tyrelle C. Hill**, clerk in Lake Charles Safety and Claims Department.

—By Mary Gauthier



L. H. ERNEST spent the past month on vacation—hunting. He is back to work now after lots of good luck hunting and will let the game build up for another year.

Joe Havens spent his vacation hunting also. Joe is a lineman.

Pat Moore and wife, **Kay**, spent their vacation and Christmas holidays in Roanoke with Kay's parents. Pat did a little hunting but mostly tried to see how much he could eat while his in-laws were feeding him. Kay's dad is **Wilmer Ledbetter**, a mechanic in the

Lake Charles Garage Department and he has also been on vacation.

Parks Handley spent Christmas week on vacation and planned to spend his time just resting. Parks is a utilityman in the Line Department.

—By Edith Patterson

TYRELLE HILL, safety and claim stenographer, has been on vacation for two weeks. She and her husband, **George**, spent a few days in Texas with George's mother, who has been ill for some time. Tyrelle took advantage of her last week to get all the after-Christmas bargains.

Pat Thompson left Lake Charles for Houston, Texas, where her husband is now employed. Pat was a department clerk in the Engineering Department.

—By Bobbie Moon

HUGH HOLLAND, relayman, recently underwent an operation in St. Patrick's Hospital and is recuperating at home. He is feeling much better and should be back at work soon.

Mr. and Mrs. Bill Atwell and family made an emergency trip to Dillon, South Carolina, to visit his grandmother who had suffered a stroke and was seriously ill.

Mr. and Mrs. R. W. Derby and children visited his relatives in Batesville, Arkansas, on their vacation. Bob is substation foreman.

—By Jo Ann Burnett

LAFAYETTE

THE annual Children's Christmas party for the Lafayette District was held on December 18 in the Lafayette Municipal Auditorium. Master of Ceremonies **Robert Domingue**, Lafa-

yette serviceman, put everyone in the Christmas mood by leading the entire group in singing Christmas carols. **Cynthia Broussard**, daughter of **Ralph Broussard**, lineman first class, recited a Christmas poem.

Santa Claus then appeared creating excitement. After distributing their gifts and stockings, he was swamped by a multitude of children with promises of being good and requests for Christmas gifts. Upon his departure refreshments were served.

Serving the punch were **Dorothy Mier**, wife of **Rufus Mier**, commercial sales representative, and **Bobbie Denais**, bookkeeper. Special thanks go to **Russell Bonnett**, utilityman, for the beautiful miniature church he built which was used as a centerpiece for the refreshment table.

The Lafayette Cajun Vagabond Association social club held its Christmas dance December 19 at the Fatima Knights of Columbus Hall. The A. B. Sonnier Rhythmaires set the tempo for the evening's entertainment. **George Arceneaux**, T&D, demonstrated his musical talent by joining the orchestra in several vocal arrangements.

A well rounded selection of hors



WHO NEEDS DOLLS? said **Cindy Bauman**, as she holds her new sister, **Stephanie Kay**. Cindy and Stephanie are the granddaughters of Mr. and Mrs. J. O. Bauman, he's electrical maintenance supervisor at Louisiana Station.

d'ouvers adorned the snack bar. A door prize was won by **Doris Judice**, wife of **Edwin Judice**, Substation Department. The officers and committees are to be complimented on their outstanding work in making this an exceptionally delightful evening.



Mr. and Mrs. Fritz J. Duhon on the birth of their son, **Fritz, Jr.**, December 15. Fritz is in the Operations Department at Neches Station.

Mr. and Mrs. Daniel Leger, he's a lineman in Jennings District, on the birth of their son, November 18.

Mr. and Mrs. Russell "Bill" Thomassee, on the birth of their daughter, **Michelle Maria**, December 22. Mrs. Thomassee is the former Gloria Patin of Breaux Bridge. Bill is employed in the Lafayette Line.

Mr. and Mrs. Paul D. Dugas on the birth of their first child, **David Paul**, December 28. Paul is district serviceman in the New Iberia area.

Mr. and Mrs. Clayton Arnold on the birth of their first child, a son, **Clayton, Jr.**, January 6. Clayton is a tax representative in the System Treasury, Beaumont. The mother, **Gale**, was formerly employed in the System Commercial and Industrial Sales Department and the local office in Conroe.



THE WELLS' CHILDREN. Jerry Beth, left, 15, and Ronald Lane, 17, are the children of **Sammy D. Wells**, serviceman in Cleveland, Texas.

Mr. and Mrs. James Leveque are the proud grandparents of a grandson, **Peter James Ortego**, born November 13 in Baton Rouge. Mrs. Ortego is the former Clair Leveque. Jim is a communication serviceman in the Substation Department, Lake Charles.

Mr. and Mrs. Tommy Elliott, he's employed in the Beaumont Line, on the birth of their daughter, **Laura Jean**, December 7.



PRESENTS TB CHECK. Although closed for the winter, the investor-owned electric companies Tower of Light at the New York World's Fair still keeps in the spotlight as Carol Ciccarone, the World's Fair's Miss Tower of Light, presents Betsy Palmer with a one hundred dollar check as gift to the Tuberculosis Association from the employees of the Tower of Light Pavilion as Uncle Ben, animated star of the exhibit show, looked on approvingly from Santa's sleigh. Miss Palmer was national honorary chairman of the Association's Christmas Seal Campaign. Miss Ciccarone was voted the girl with the "brightest" personality by her fifty fellow employees. The pavilion is sponsored by our Company and 149 other investor-owned electric utility companies.

Traffic Safety Game

(Answers to TRAFFIC SAFETY GAME situations on pages 16 and 17.)

1. Not if it's your sign. (if you missed, go to traffic court!)
2. Look forward again to be certain car in front really did enter. (wrong answer gets you hauled to garage!)
3. A car length for every 10 miles per hour you are traveling. (if you were wrong, go to hospital!)
4. Signal for 10 feet before changing. (wrong answer puts you in hospital!)
5. You stop. (if you didn't, go to jail!)
6. The brake. Do not enter intersection unless you can clear it before the light turns red. (if you raced through, go to traffic court.)
7. Yes, Yes! (if you "almost stopped," go to traffic court!)
8. Obey the speed limits. (if you missed, go to emergency clinic!)

Atkins Completes Harvard Course

J. W. ATKINS, JR., division operating superintendent, Beaumont, has returned from the 46th Session of the Advanced Management Program at the Harvard University Graduate School of Business Administration. This session lasted from September 14 to December 11. The Advanced Management Program, one of the oldest senior management development courses conducted by a university, has been in continuous operation since its beginning in 1943.

There are no specific educational prerequisites for admission. All participants are nominated and sponsored by their companies and have been selected by the Admissions Board of the AMP on the basis of demonstrated ability, leadership qualities, and adaptability in their careers.

The 13-week course is particularly designed for men from their late thirties to middle fifties who are now in top-management posts or who are likely to be there in the near future. The program offers a concentrated course of study in six major areas of prime interest to today's top management and uses the case method of instruction.

Baton Rougean To Retire

WILLIAM DOTSON, an employee of our Company for 32 years, will retire at Louisiana Station in Baton Rouge on February 1.

He joined our Company on January 28, 1932, as a laborer at Louisiana Station. Prior to coming to work for our Company he was employed by various Baton Rouge lumber, railroad and oil industries.

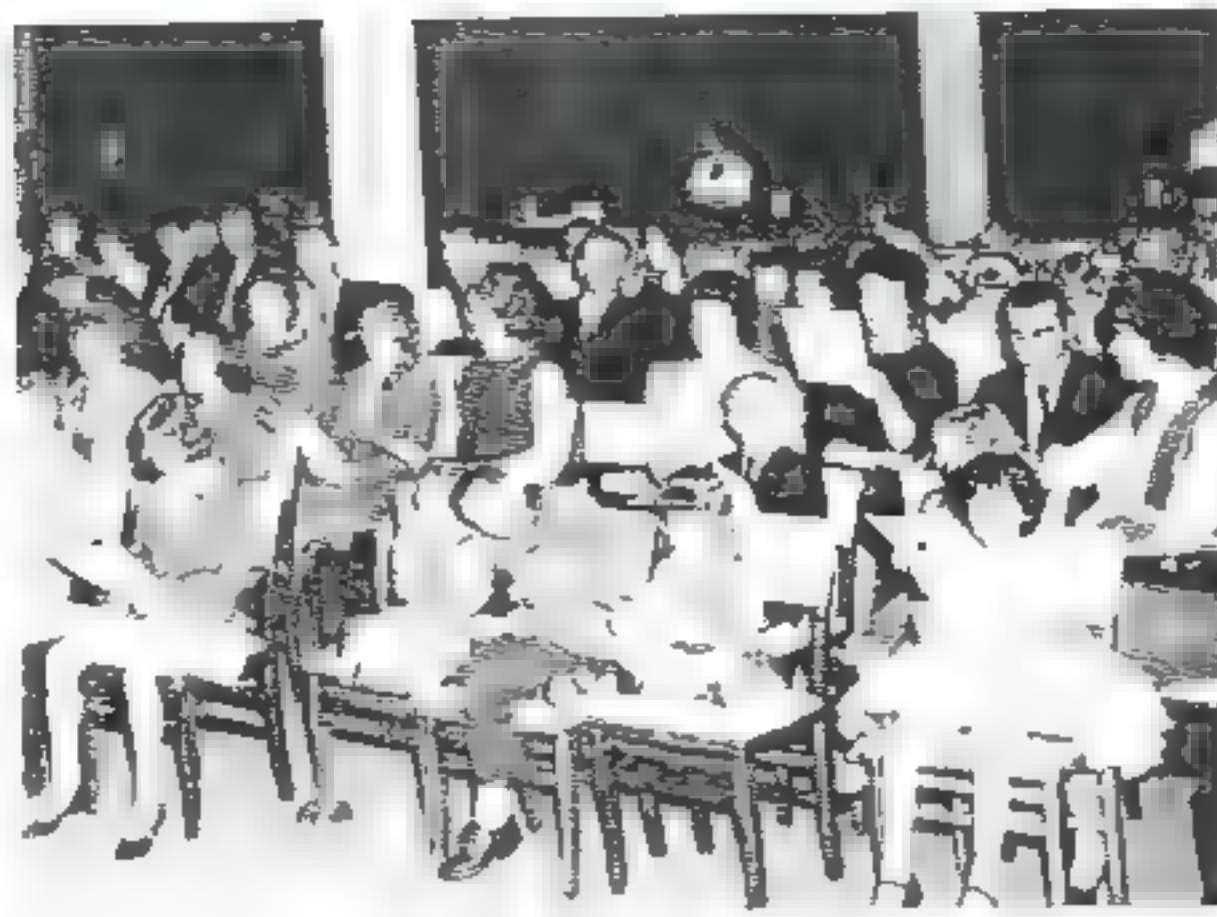
A native of Baton Rouge, he is married to the former Sallie Jenkins of McManus, Louisiana. He is a member of the Little Zion Baptist Church. Retirement plans call for some fishing and hunting and a little traveling.

Children's Christmas Parties

Beaumont Division



System Production—Neches
Station



Sabine Station—Orange



Engineering I



Engineering II



All Departments



Line—Substation



Service Center



System Treasury



Sales—Division Accounting



Liberty

(Continued on next page.)

*(Christmas Parties
Continued)*

Baton Rouge Division



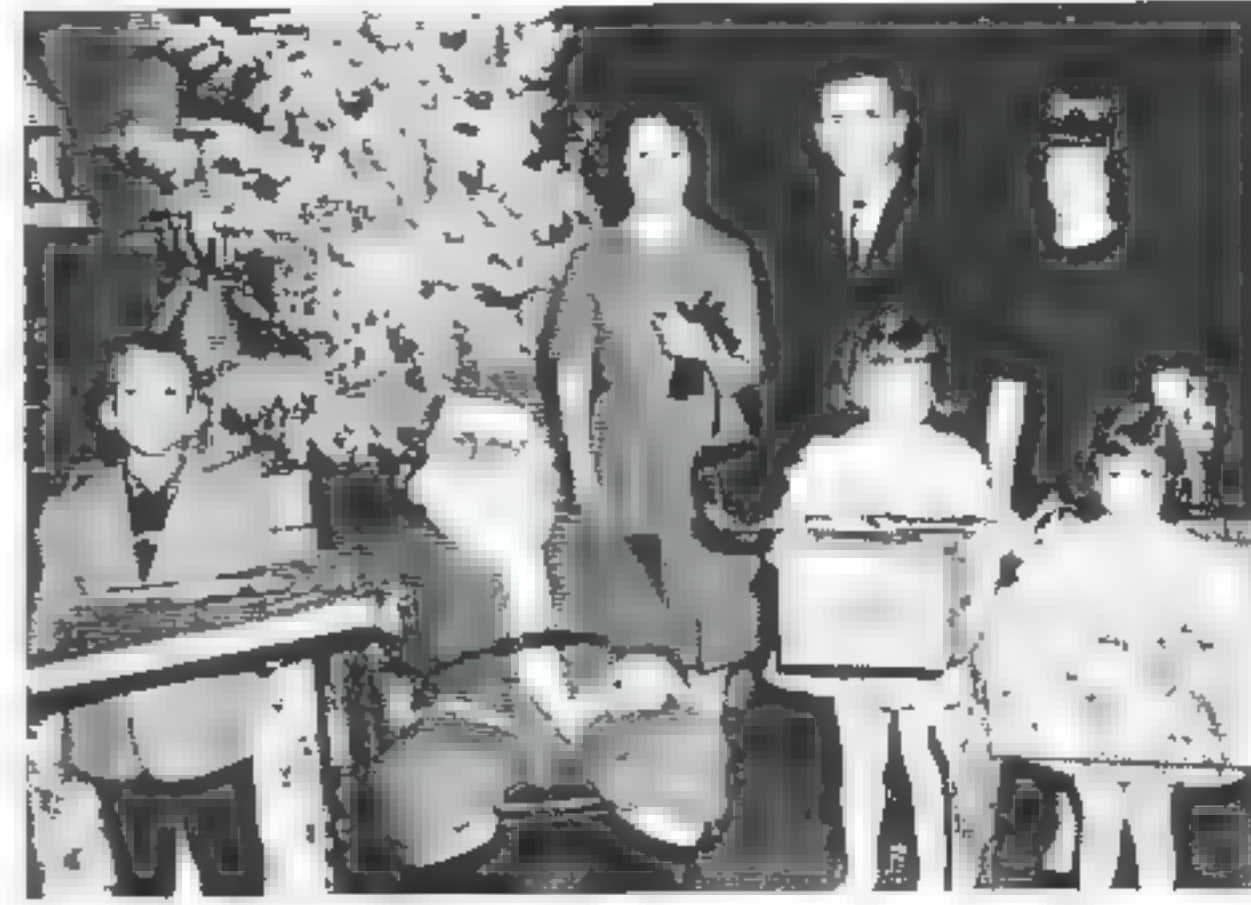
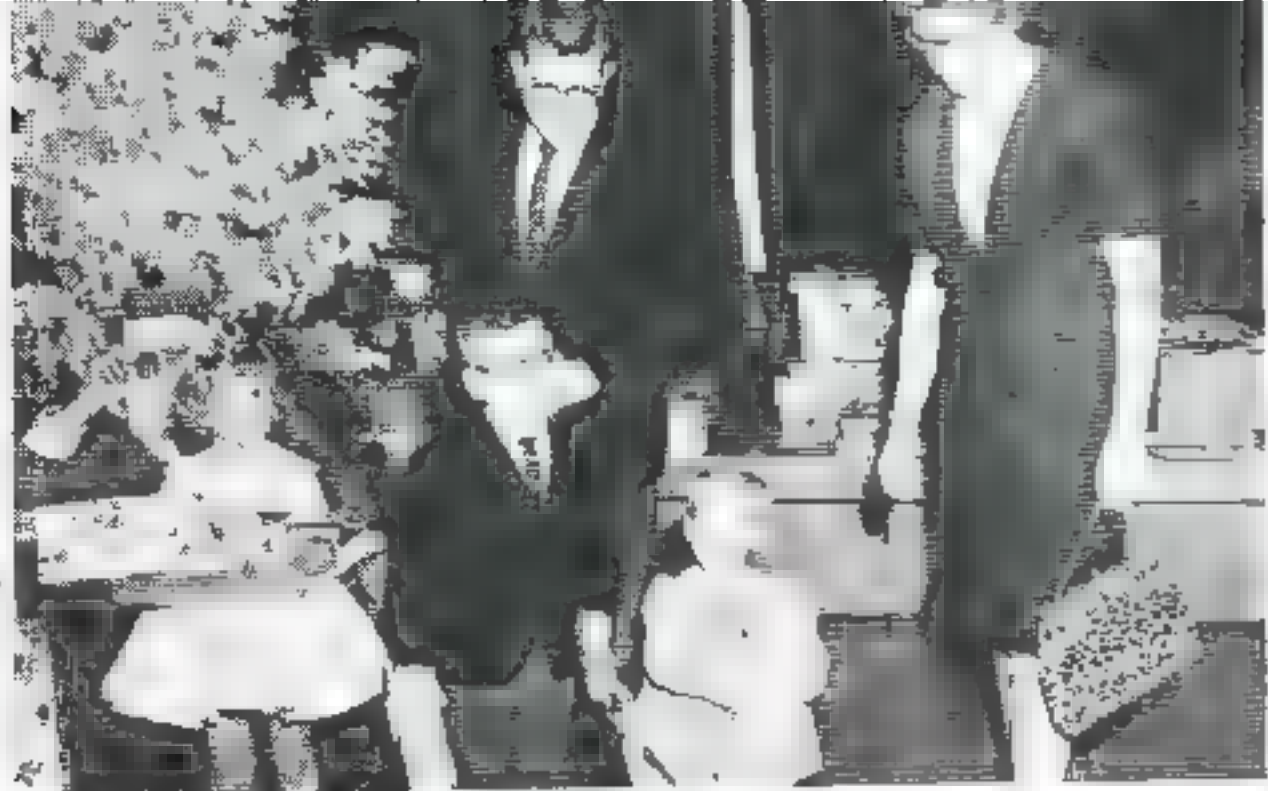


Port
Arthur
Division

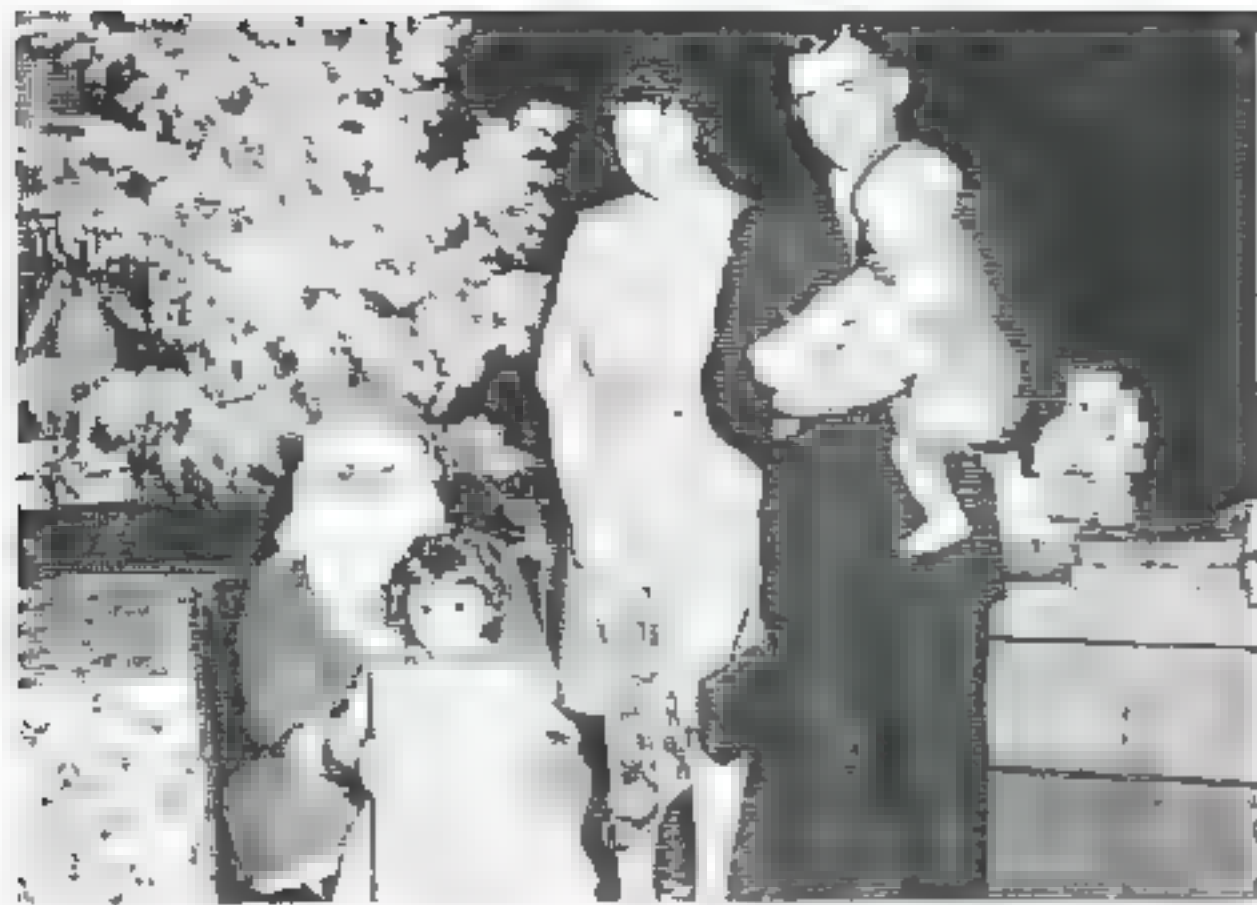
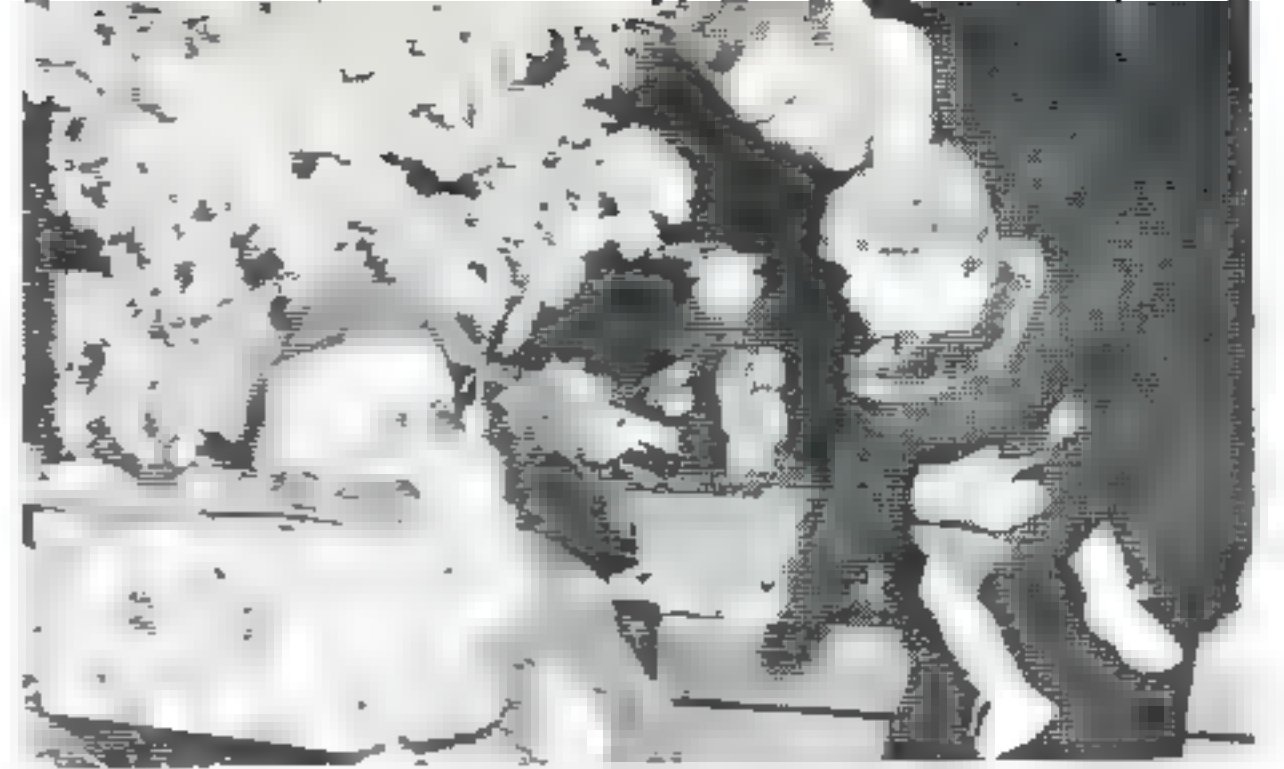


(Port Arthur
Continued)





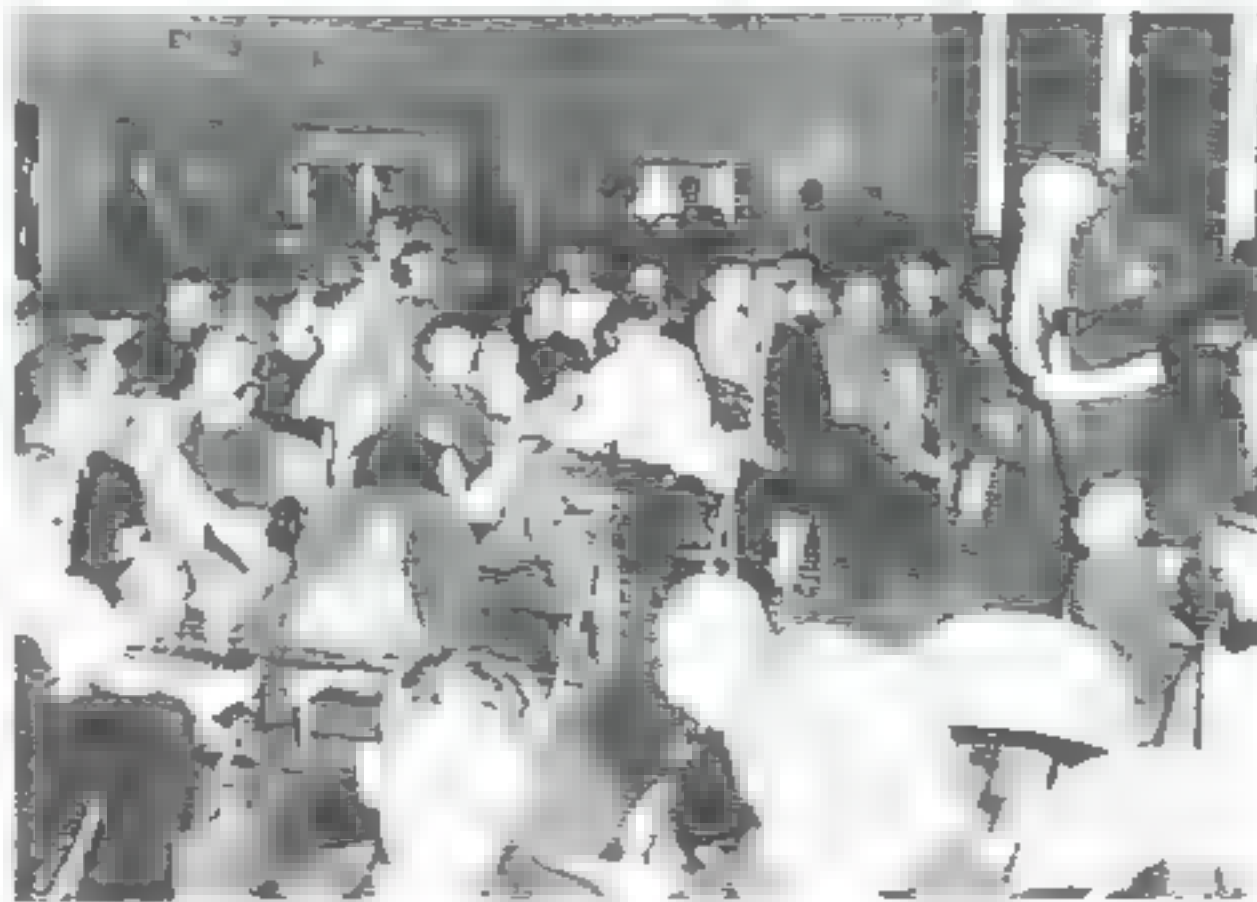
(Port Arthur
Continued)



Lake Charles Division



Accounting Department,
Appliance Repair,
Dispatchers, Garage,
Meter Shop, Sales,
Safety, Service
and Substation.



Line, Storeroom
and Engineering.



Sulphur, Riverside
and Nelson Stations

Lake Charles District
All Departments





Jennings



Lafayette



Navasota
Division



Cleveland



Huntsville



Navasota



Madisonville
Calvert



NATIONAL SAFETY COUNCIL

AWARD OF HONOR



presented to

Gulf States Utilities Company

Entire System

for

**THE OPERATION OF 5,004,274 MAN-HOURS
WITHOUT A DISABLING INJURY**

DECEMBER 20, 1963 - NOVEMBER 13, 1964

Howard Pyle

President
National Safety Council

John H. ...

Vice President
for Industry

Gulf Staters End 1964 With First No-Accident On-The-Job Year

FOR the first time in our Company's history, Gulf Staters finished an entire year with an on-the-job, lost-time injury frequency rate of zero injuries per million manhours worked.

During 1964, the 2,755 employees worked a total of 5,487,240 safe manhours. The national average injury frequency rate for electric utilities is 5.77 disabling injuries per million manhours worked.

By the end of the year the Baton Rouge employees had worked 7,940,020 safe manhours. This record period began April 20, 1960. For setting an electric industry world's safety record at 7,000,000 manhours, the division was awarded the National Safety Council's "Award of Honor" last year.

Also the National Council, during 1964, presented its second highest

award, the "Award of Merit" to the employees of the Lake Charles Division, Neches Generating Station and the Orange District for working in excess of a million manhours without an on-the-job, lost-time injury.

Also last year, the employees of the Beaumont Division worked 2,243,835 manhours without a personal injury. All five divisions have earned the President's Award for finishing in first place in the personal injury, on-the-job, safety section.

The Navasota Division employees earned the President's Award for being first in the personal injuries, off-the-job, section with a frequency of zero.

The Lake Charles Division employees earned the President's Award for finishing the year in first place in the motor vehicle accident section with a

frequency of 1.2 accidents per million manhours worked.

Recognition was given the entire Company by both the National Safety Council and the Edison Electric Institute on November 13 when Gulf Staters passed the 5,000,000 manhour mark without a disabling injury. This record marked a new high in system safety performance in the 40-year history of our Company. This earned the Company the National Council's highest award, the "Award of Honor."

The Edison Electric Institute presented its "Safety Achievement Award" for this record. The Institute has awarded only four other certificates for 5,000,000 or more manhours among the 1,578 certificates it has presented since the award was established more than 20 years ago.

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO...

*Gulf States Utilities Company
Entire System*

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 5,004,274 MAN HOURS WITHOUT

A DISABLING INJURY FROM DEC. 20, 1963 TO Nov. 13, 1964

H. E. Hatfield
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

Malvin L. Cislus
PRESIDENT



AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11

Second in "Electric Showcase" series . . .

"Aqua Varieties" Scheduled February 7

OUR Company will co-sponsor the second in the "Electric Showcase" series of special attractions, "Aqua Varieties," February 7, over ABC-TV. The full-hour program will feature thrill and comedy diving acts, underwater spectacle, and water ballet in addition to the Mitchell Trio, young folk singing group. "Aqua Varieties" is being sponsored by Electric Companies Advertising Program and the nation's investor-owned electric utility companies.

Suspense, thrills, daring and grace will be provided by international and world diving champions. The divers include Barney Cipriani who does a triple somersault with a half twist from a platform 125 feet high and Raul Garcia, captain of the famous Acapulco Cliff Divers, who dives from 130 feet, entering the water head first. Henri La Mothe, in an almost incredible feat, dives from a 40-foot tower into water only 18 inches deep.

A pool-full of laughs will be splashed up by an underwater comedy act and a group of aquatic clowns. Vic Zobel, internationally famed water comedian will be featured.

"Aqua Varieties" will be staged in and around an elaborate outdoor swim-

ming pool. A large group of topnotch swimmers including the seven O'Connor Sisters, aged 12 to 23, will perform synchronized swimming feats, and a spectacular water ballet will be presented featuring graceful and diffi-

cult underwater choreography.

Gordon and Sheila MacRae will again host the "Electric Showcase." For the station and time that the program will be carried in your viewing area, check your local newspaper.



"AQUA VARIETIES." Comedy below sea level will be seen in the "Electric Showcase" television special, "Aqua Varieties," over ABC-TV, February 7, as Vic Zobel, comedy swimmer, relaxes, "six feet under", with an Aquamaid in the underwater "Mermaid Room."